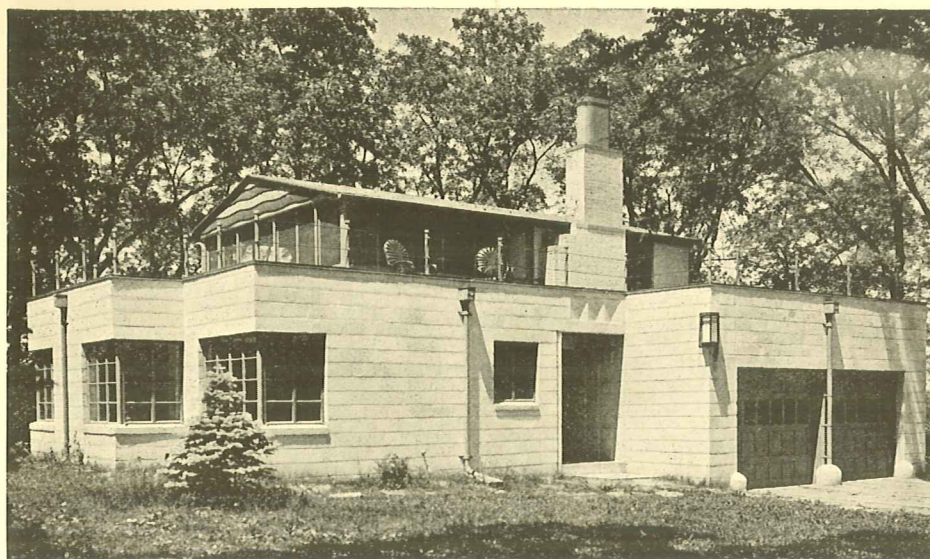


R.L.

22

LOW COST
CONCRETE HOMES



A fire that completely destroyed the old house inspired the building of this modern firesafe home—concrete masonry walls and partitions, and concrete floors. Amos B. Emery, architect, Des Moines, Iowa.

TO HOME BUILDERS—

or THOSE Who Would Like to Build

THERE is something irresistible about house plans. Every plan is a challenge to the imagination, and rare is the person who can pass a plan by without visualizing the house built, its rooms furnished tastefully, and its arrangement tested by the needs of the family. The lure of reading house plans comes to everybody, whether they are ready to build or not—because it is the dream of every one to have, some day, the perfect home.

In the following pages are 22 plans of small concrete homes ranging in size from four to six rooms. They are part of a series of plans and home studies prepared through cooperation with the Architects' Small House Service Bureau in the interest of promoting better design and construction for the small home. Each of these houses is designed to be built of concrete masonry, to afford the maximum of comfort and beauty in a home that is fire resistant, that will last indefinitely without the burden of large maintenance costs, that may be built at a moderate first cost.

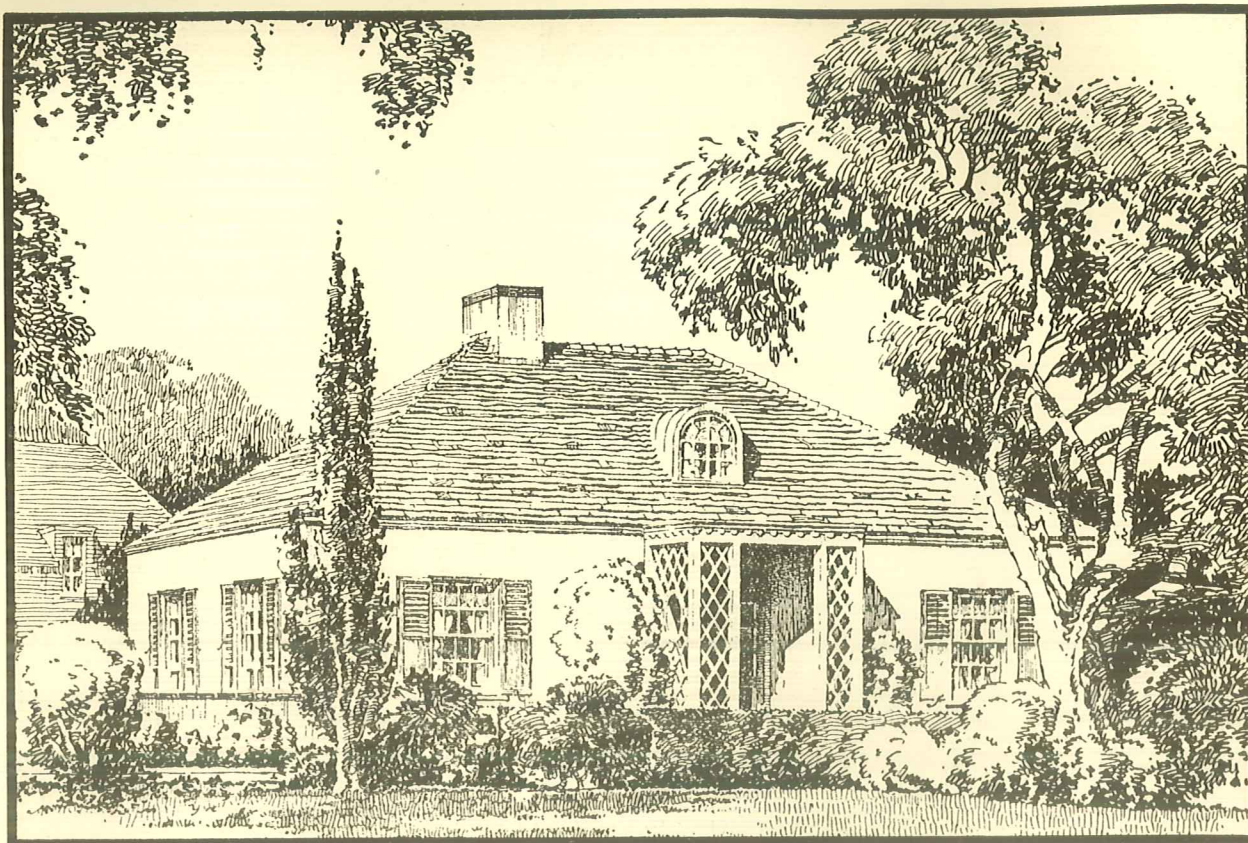
How Do You Read Plans?

There are many ways to read house plans, but here is a suggestion of an old but still popular method of quickly studying the layout of a house. Take a pencil or some other pointed object and trace on the floor plan the steps you know you would take going from room to room, upstairs and down, visualizing the rooms as they would look furnished and decorated to suit your taste.

The materials required for the low-cost, fireproof concrete home are available almost everywhere, and the construction is time-tried. Local manufacturers of concrete masonry units are prepared to give estimates of material costs for these homes; to recommend experienced home-building contractors who can build them.

The designs published herein are intended to suggest what can be accomplished with concrete as the principal construction material for the low-cost, fireproof home. Supervision of construction of any of these homes should naturally be placed in the hands of an architect. Architects are experienced men upon whom the public can rely for advice and friendly cooperation.

Further information regarding the construction of any of these attractive homes can be secured on request from the Portland Cement Association.

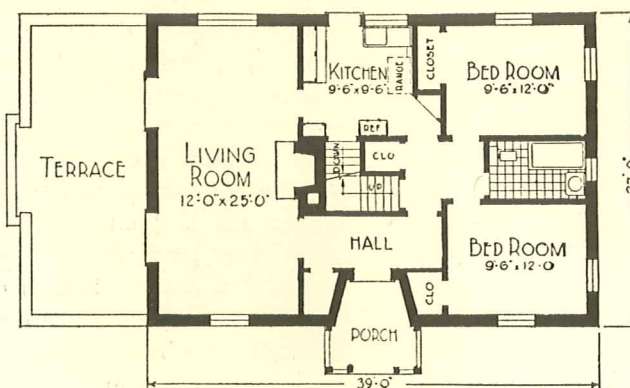


Plan 4-K-21—Copyright: Architects' Small House Service Bureau, Inc.

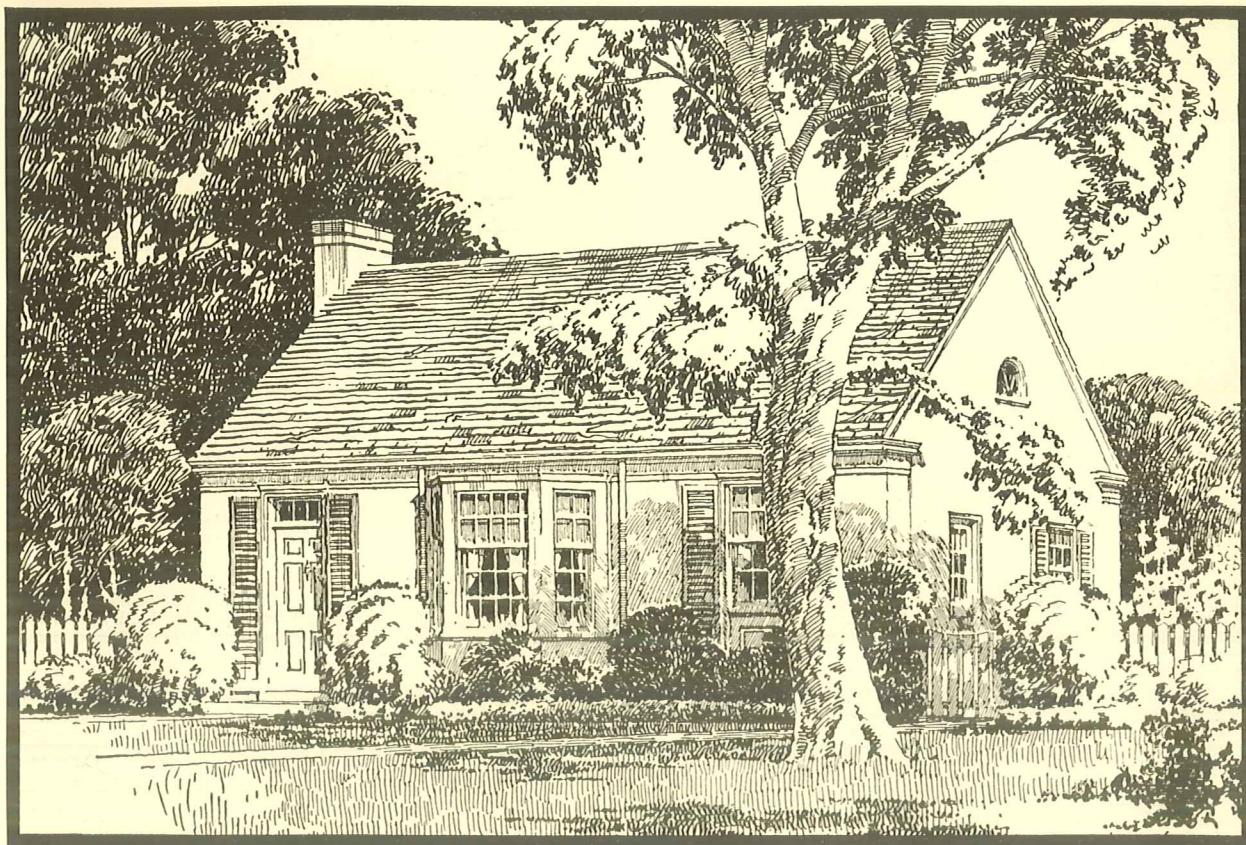
LET'S start out with a four room cottage, typical of present day demands for the small family dwelling. The low walls, the hip roof tucked in closely around the cornice, the trellised entrance porch and well proportioned window shutters enhance the beauty of this little home and bespeak living comfort. Inside, the exceptionally large living room serves also as a dining room. Halls, bedrooms and kitchen complete a rectangle, making all rooms easily accessible. At the same time, it permits desired privacy for all retiring quarters.

The walls of this cottage are concrete masonry with an exterior finish of portland cement stucco. A smooth stucco finish in a light color will emphasize the fine design. Among the colors suitable are buff, tan and light shades of blue or green, all of which may be had by adding mineral pigments to the stucco finish.

The roof, of course, is made of cement asbestos shingles laid in regular or random patterns. Such a roof is a practical guarantee against fires starting from chimney sparks or other inflammable material dropping on the roof.



Basement size for this home is optional. It may be full size, offering opportunities for storage space or a recreation and play room; or it may be a half basement large enough to house the heating plant and laundry. In any event, foundation, basement floor and first floor are of concrete to provide ample structural support and protection against termites and fires. First floor construction may either utilize the new, economical precast concrete joist and concrete slab, or any of a number of practical concrete floor systems.



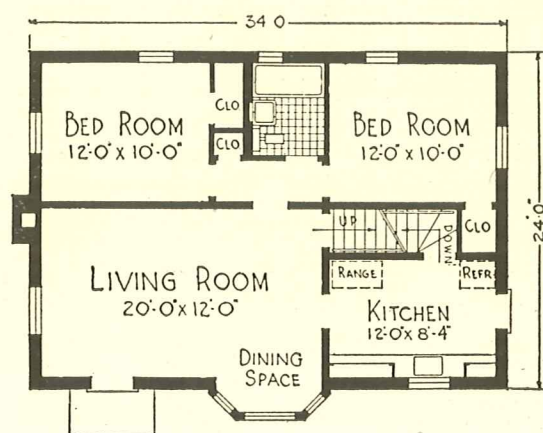
Plan 4-K-22—Copyright: Architects' Small House Service Bureau, Inc.

A SIMPLE design for a cottage type four room house is presented here. Among its interesting external features are the large bay window in front, the shuttered doorway, close clipped gables and the classic cornice. Here is lasting charm and utmost economy, both due to the simple directness of the plan.

Interior arrangement is according to a formula for conserving room in a small floor plan. Dining space is provided by the bay window alcove in the living room. It is not only handy to the kitchen but pleasantly overlooks the front lawn. Other space allotments offer the most in usable floor area.

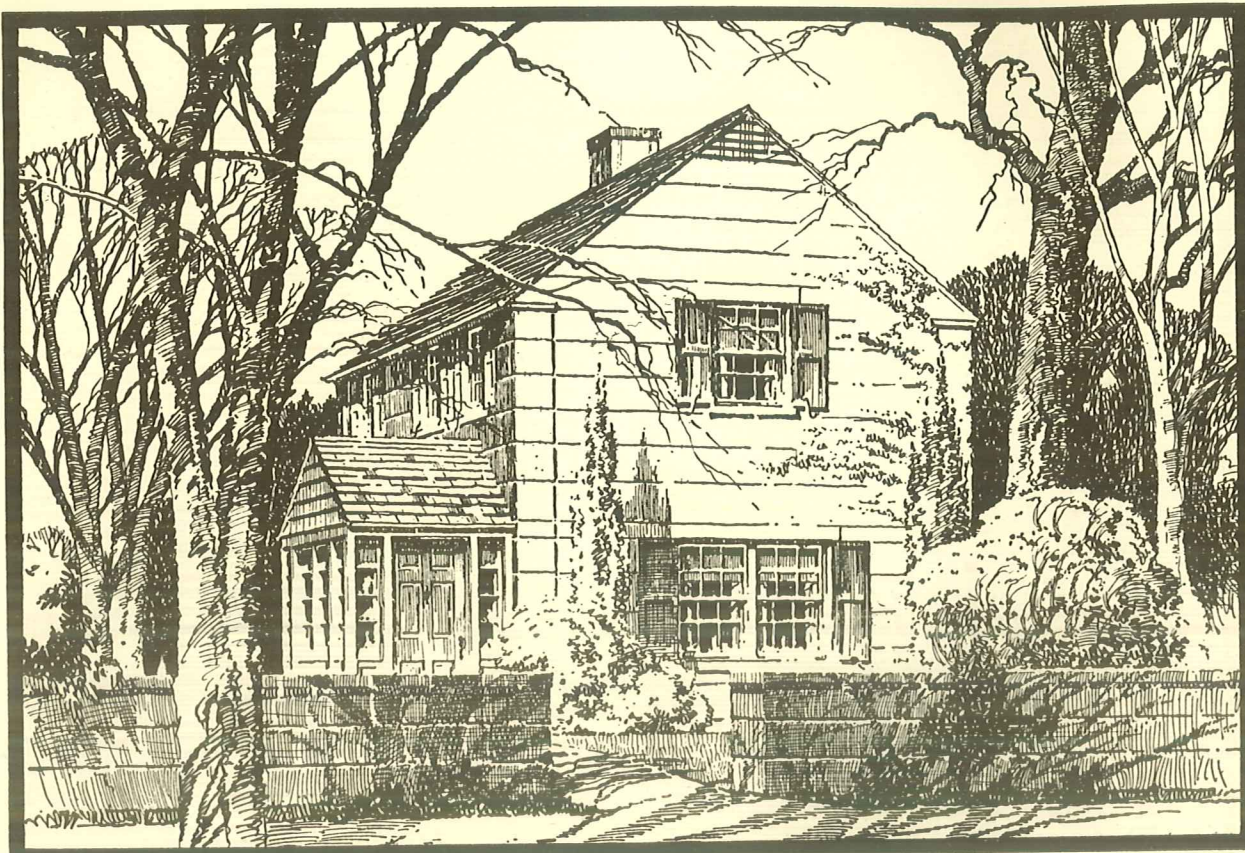
For construction, concrete masonry walls are specified, to be finished on the exterior with a smooth portland cement stucco coat preferably in a light color. Cement asbestos shingles cover the roof. Foundation walls for full or half basement are also concrete masonry.

First floor and ceiling are both concrete. If the new precast joist floor is used, the joists may be exposed as beams in the living room and bedrooms and painted in dark colors or painted with stencil designs. Other types of concrete beam ceilings lend themselves to the same kind of treatment with



charming results. The fact that these decorative treatments are essential parts of the sturdy construction of the building, makes for economy.

Aside from low first cost, the continued economy of concrete masonry homes is their chief attraction from the budget standpoint. They require practically no painting over the years, no replacement of worn or deteriorated members; and never-sagging floors and walls protect interior decoration and reduce repair bills to an absolute minimum.

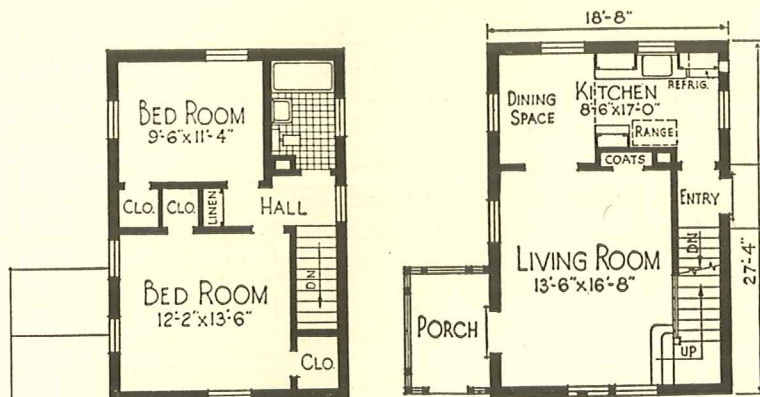


Plan 4-K-23—Copyright: Architects' Small House Service Bureau, Inc.

NO SET of plans for four room homes would be complete without a two story house. Hundreds of people who have lived in both, prefer the strict separation of retiring and living quarters in the double story home to the advantages of accessibility and step saving in the bungalow type of house. For them we present this home in which living room, dining space and kitchen are on the ground floor; the two bedrooms and bath on the second floor.

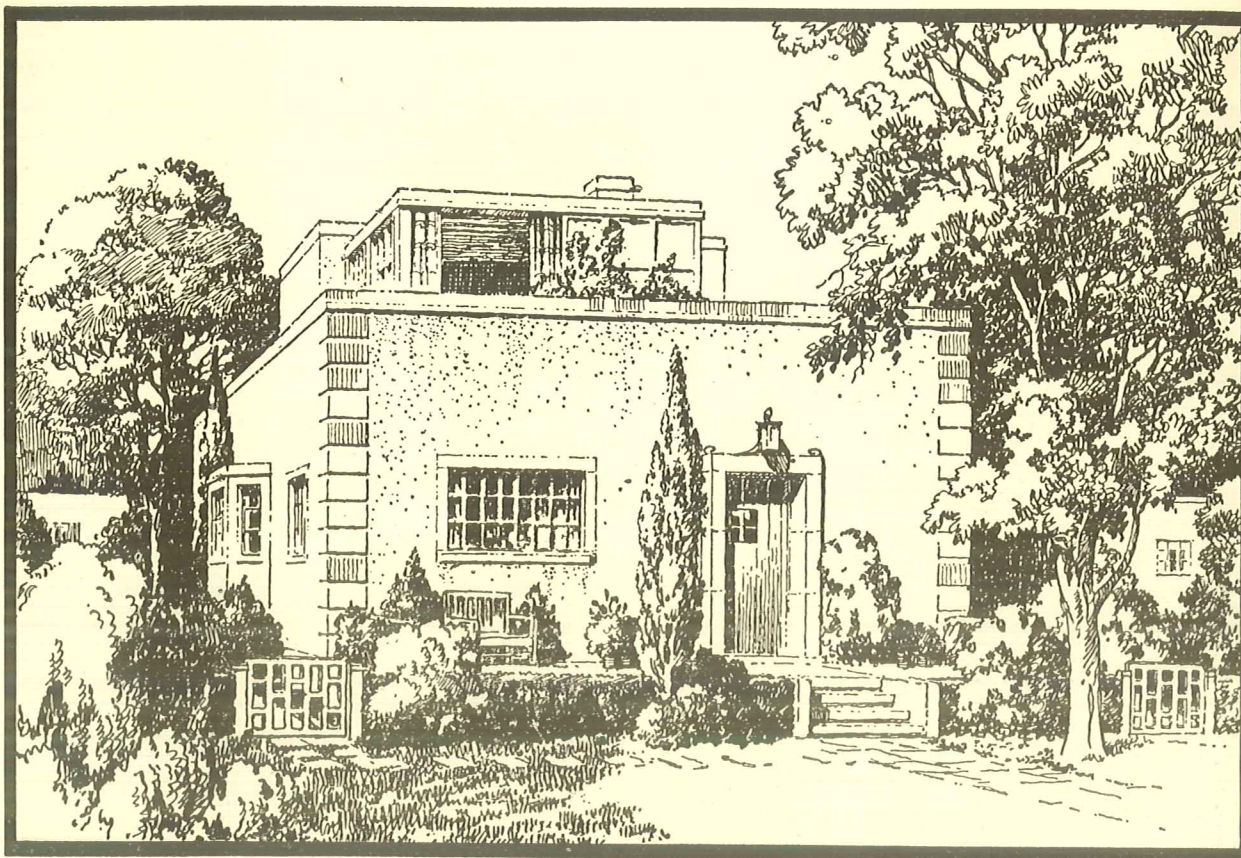
The appearance of exaggerated height due to erecting two stories over a small floor plan, is relieved here by the enclosed porch which tends to spread out the ground area, and by wide windows and horizontal lines of the concrete masonry.

For the exterior, therefore, it would be wise to leave the concrete masonry exposed, emphasizing the horizontal joints and smoothing the vertical joints. If this were done, the finish should be cement paint, producing a beautiful durable surface which can be kept clean by washing with the garden hose. Window shutters also tend to give a sense of breadth



to the house, as well as the overhanging cornice.

In the interest of firesafety as well as effective design, the entire house is concrete from basement floor to chimney cap. First and second floors are reinforced concrete slabs providing for attractive ceilings in the living room and dining room, and also in the basement which can be made into a recreation room. The concrete floors may be colored in which case they provide a fine background for throw rugs and carpets; or wood, linoleum or other conventional flooring may be placed over the concrete as desired.



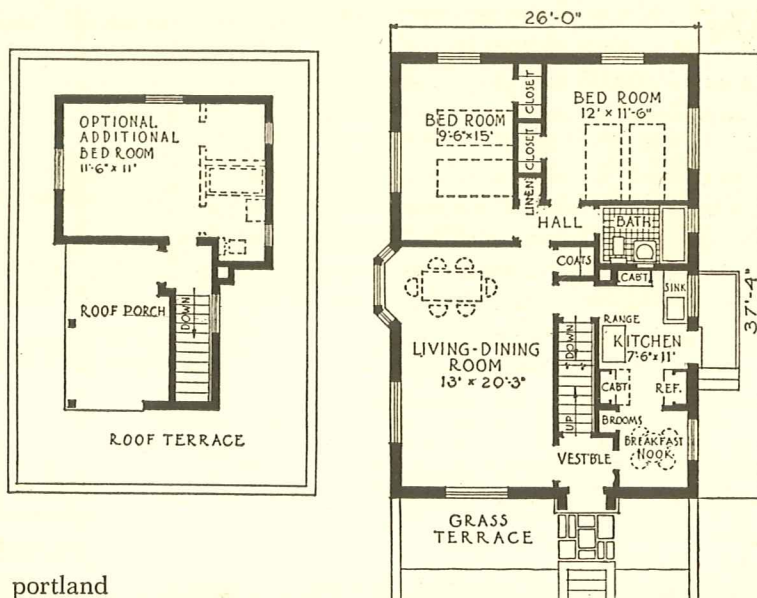
Plan 4-K-24—Copyright: Architects' Small House Service Bureau, Inc.

HERE is a house that starts out with four rooms, but may end up a five room home if you want more space. It is in the modern manner, with simple lines, flat roof and the horizontal treatment that has become a fashion.

With the flat roof, that area becomes useful as an outdoor living room or terrace—or it may be the floor of an additional bedroom and bath.

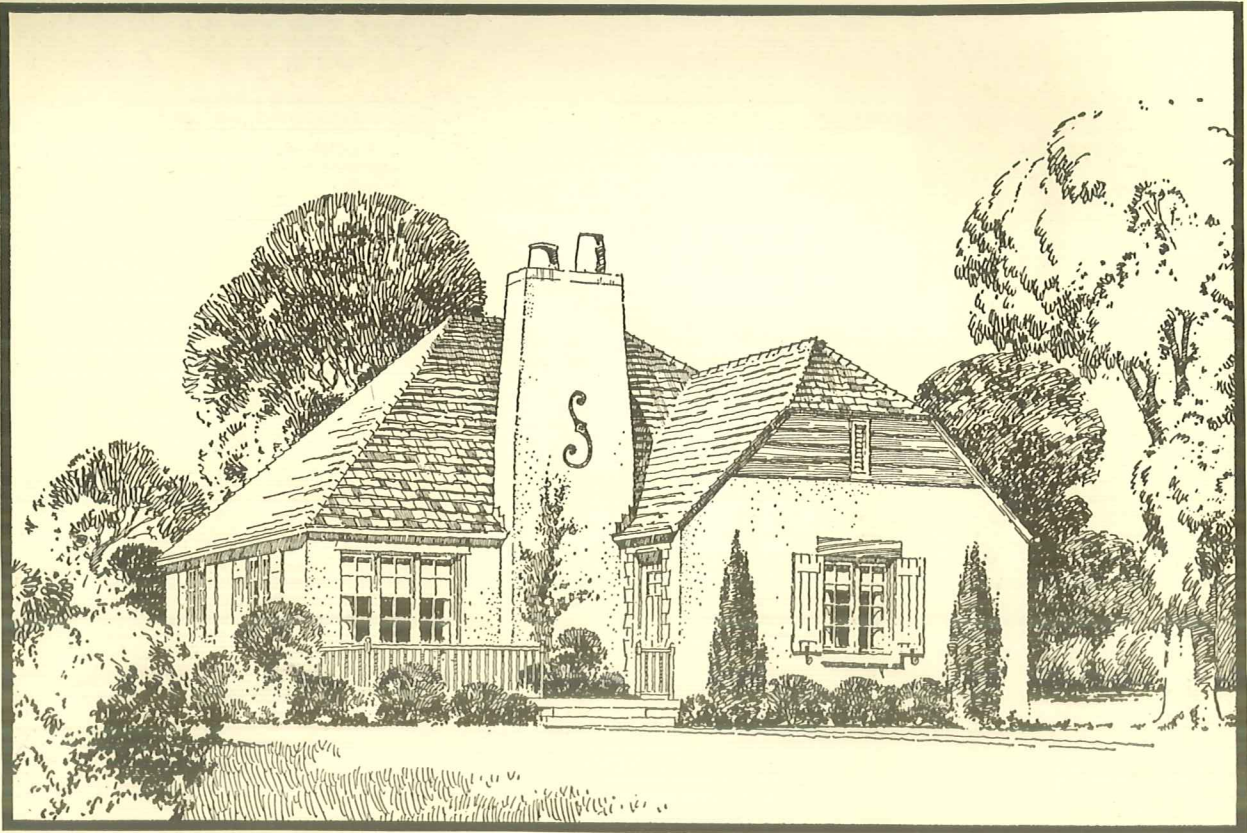
On the main floor are two large bedrooms, a combination living and dining room, bath and a kitchen which includes a breakfast nook large enough for a table and four chairs.

Construction is concrete masonry with portland cement stucco finish and masonry trim at the corners. Ground floor and roof are concrete. Ceilings may be either exposed beams or plastered, depending upon personal taste and upon the type of furniture and interior decoration. An interesting floor treatment is achieved by marking off the colored



concrete in tile patterns and polishing the surface. Such floors are attractive, and are easily kept clean.

The small grass terrace in front is supported by a low concrete masonry wall, the steps rising to a flagstone platform in front of the doorway.



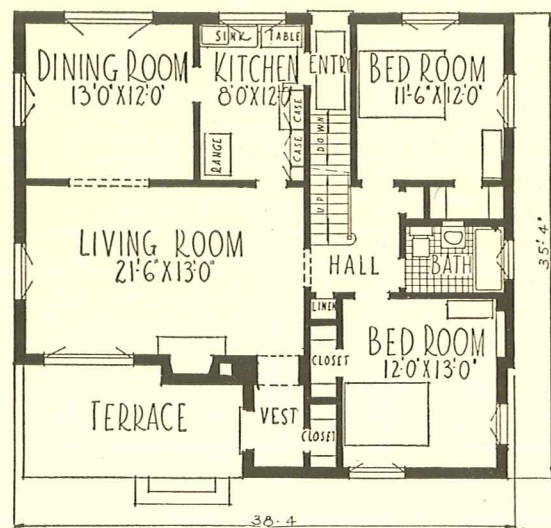
Plan 5-K-22—Copyright: Architects' Small House Service Bureau, Inc.

WHEN we move into the class of five room homes we naturally expect more variety in architectural treatment as well as additional space. Here is a charming novelty in design—a wide chimney wall which defines—and actually is a part of—the entrance. With this as the central motif, we find that the walls are low, the roof high and steep, and the windows wide so that the chimney will not have the appearance of standing alone. The architect of this house has solved an unusually delicate design problem in a very effective manner.

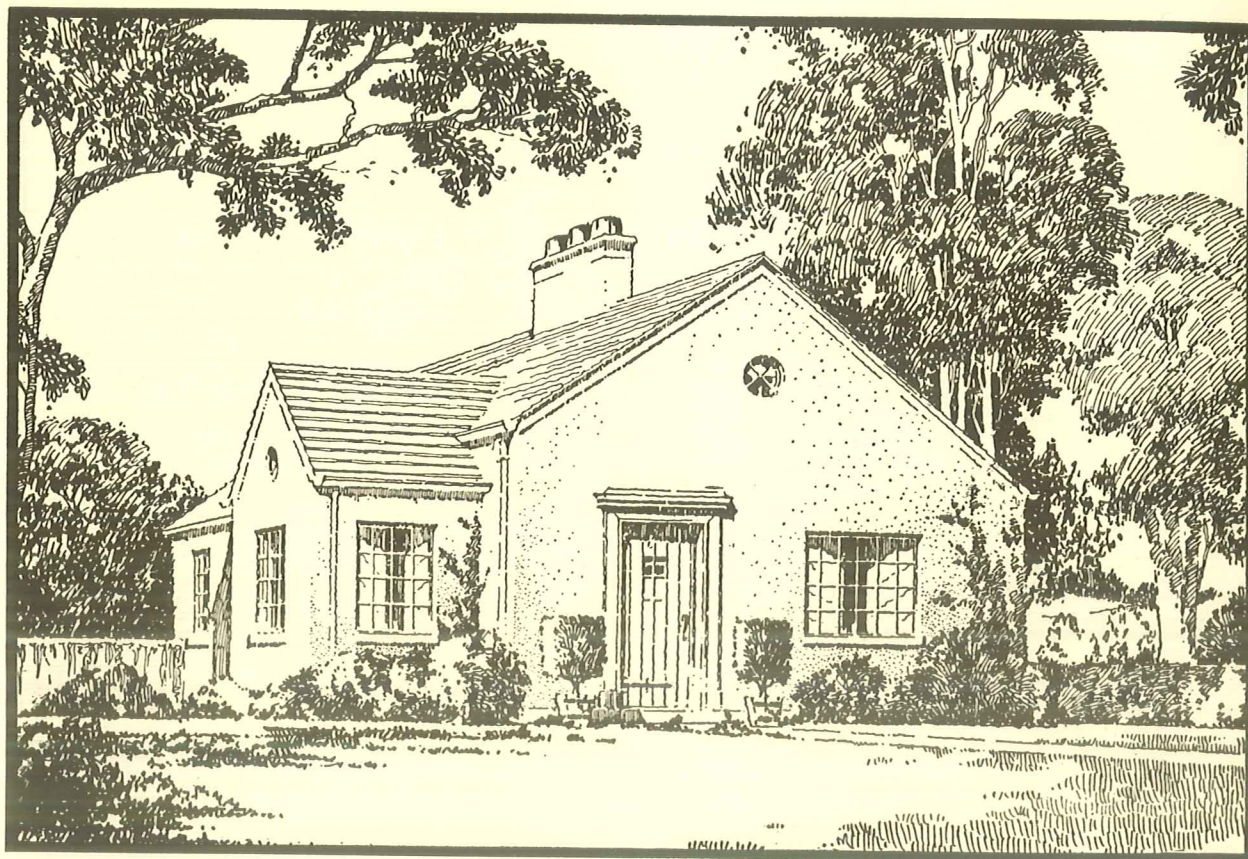
The five rooms within the house are large, and their arrangement is economical of space. The face of the fireplace is flush with the living room wall and therefore there is no sacrifice of space. Closets, stairways and halls are arranged on a straight line, completely separating bedrooms and bath from the living quarters.

Concrete masonry foundations, floors and walls are specified—the exterior to be finished in rather rough textured portland cement stucco. Where trim is desired—around doorways, windows or corners—a contrasting colored cast stone may be used to advantage.

Interior walls may be plastered, but here is



splendid opportunity to leave the concrete walls exposed in random ashlar patterns. If light weight masonry units of various sizes are used, such walls have great decorative and acoustic values. Painted in any desired color, ashlar walls form the perfect background for either modern or period furniture; and the nature of the material tends to absorb sounds and reduce annoying vibration.



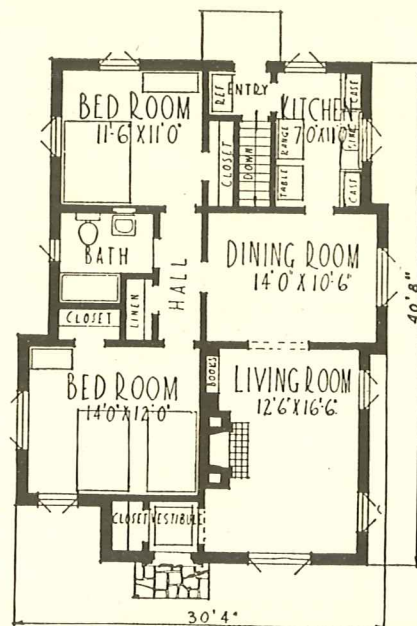
Plan 5-K-24—Copyright: Architects' Small House Service Bureau, Inc.

BY CLEVER arrangement of rooms and with only a short hallway, this familiar five room bungalow plan has been adapted to fit a small lot without crowding or reducing the size of livable quarters within the house. At the same time, the simple details produce an air of charm that many more costly and elaborate bungalows could envy.

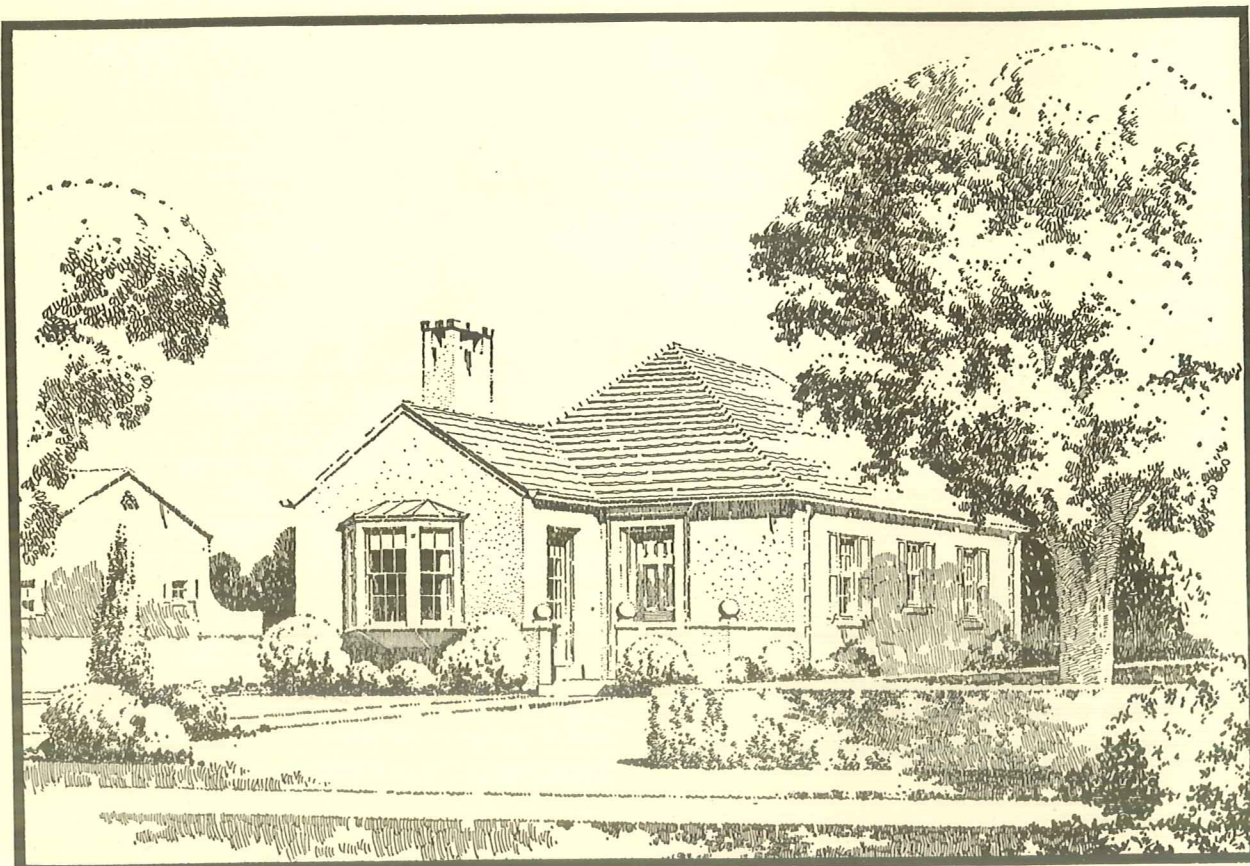
Inside, the living room and dining room are separated only by a graceful arch which gives both rooms the appearance of being larger than they are. Bedrooms are roomy and well proportioned with excellent cross ventilation. The kitchen is a well planned, cheerful room.

This house is built of concrete masonry. The exterior walls may be finished either with light colored portland cement stucco or with portland cement paint applied to concrete ashlar units arranged in one of several attractive random patterns (page 19). The sketch above shows stucco finish.

The roofing specified here is cement-asbestos shingles. The house would be equally attractive with a roof of concrete tiles in green or dark red to contrast with the light colored walls. Through the use of either material the roof will be maintenance free for many years.



For additional space, it is suggested that a full basement be built and finished for a playroom or extra living room. This will not be costly since the concrete masonry foundations may be waterproofed and painted to form very attractive walls.



Plan 5-K-25—Copyright: Architects' Small House Service Bureau, Inc.

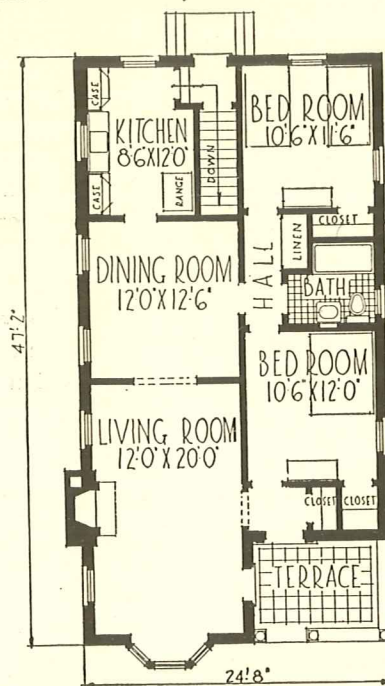
MANY are the 32-ft. lots in urban subdivisions and large and puzzling is the problem of finding house plans to fit such lots without emphasizing the scantiness of the ground area. But here is a house that fits both the lot and the budget, that has such interesting architectural features no one could refuse it a second look.

To minimize the appearance of length, the architect has projected the living room forward, erected a hip roof over the rest of the house, and raised a low wall around the open porch terrace. It is this same group of features, designed to give width to the perspective, that produce the charm of this small home.

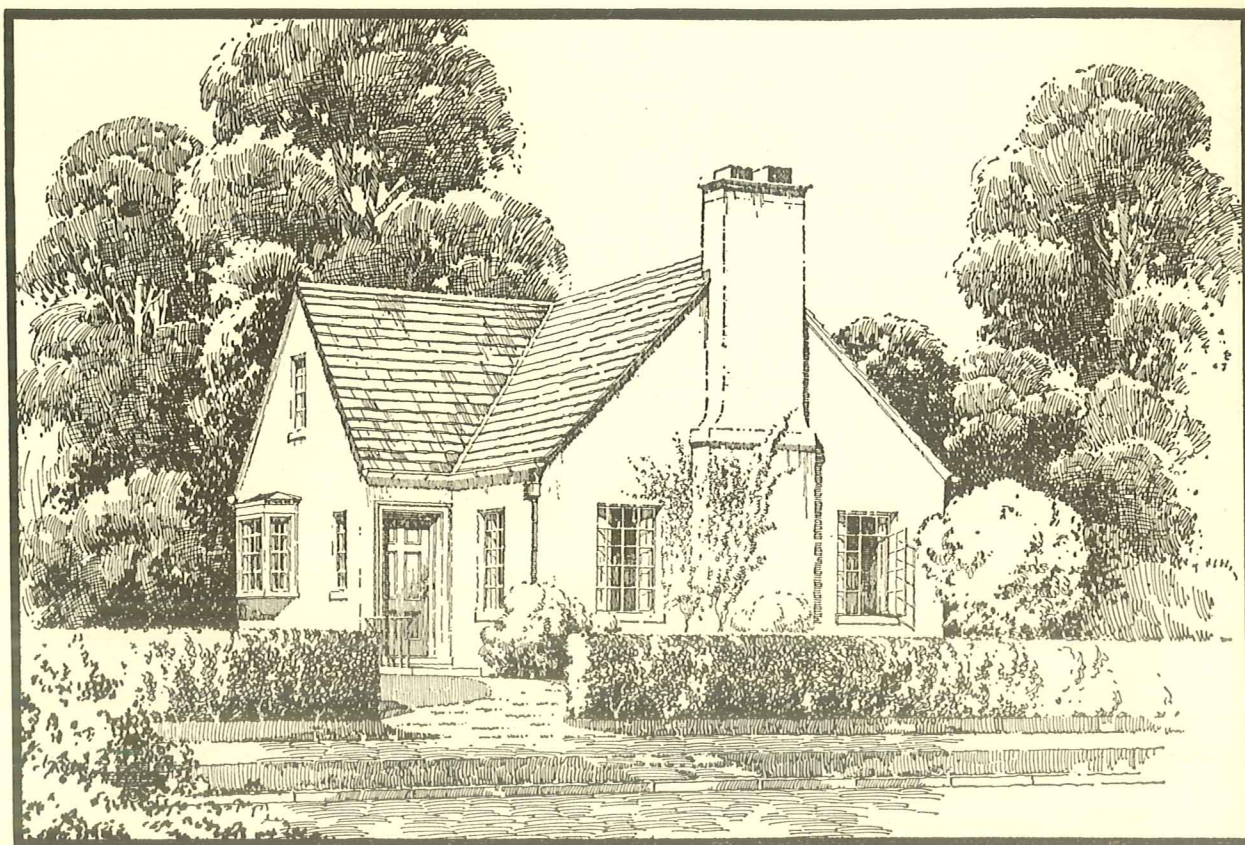
And the interior doesn't suffer because of this treatment since living and retiring sides of the house are directly parallel with all available space put into rooms instead of connecting hallways. Living and dining room are connected by a wide arched doorway that practically makes both rooms one.

The home is designed for concrete masonry, foundations for full basement, concrete floors and walls. Colored portland cement stucco is recommended for exterior walls.

Among the advantages of concrete for low con-



structed buildings is one that is not often considered until hot weather comes. That is the coolness of rooms whose walls and ceilings reflect rather than absorb sun rays.

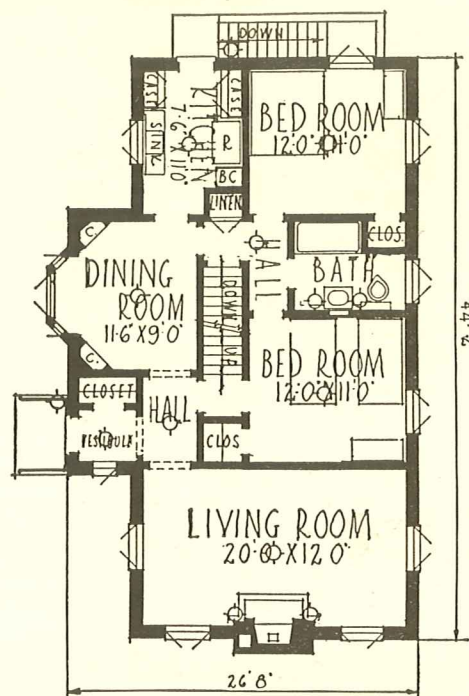


Plan 5-K-26—Copyright: Architects' Small House Service Bureau, Inc.

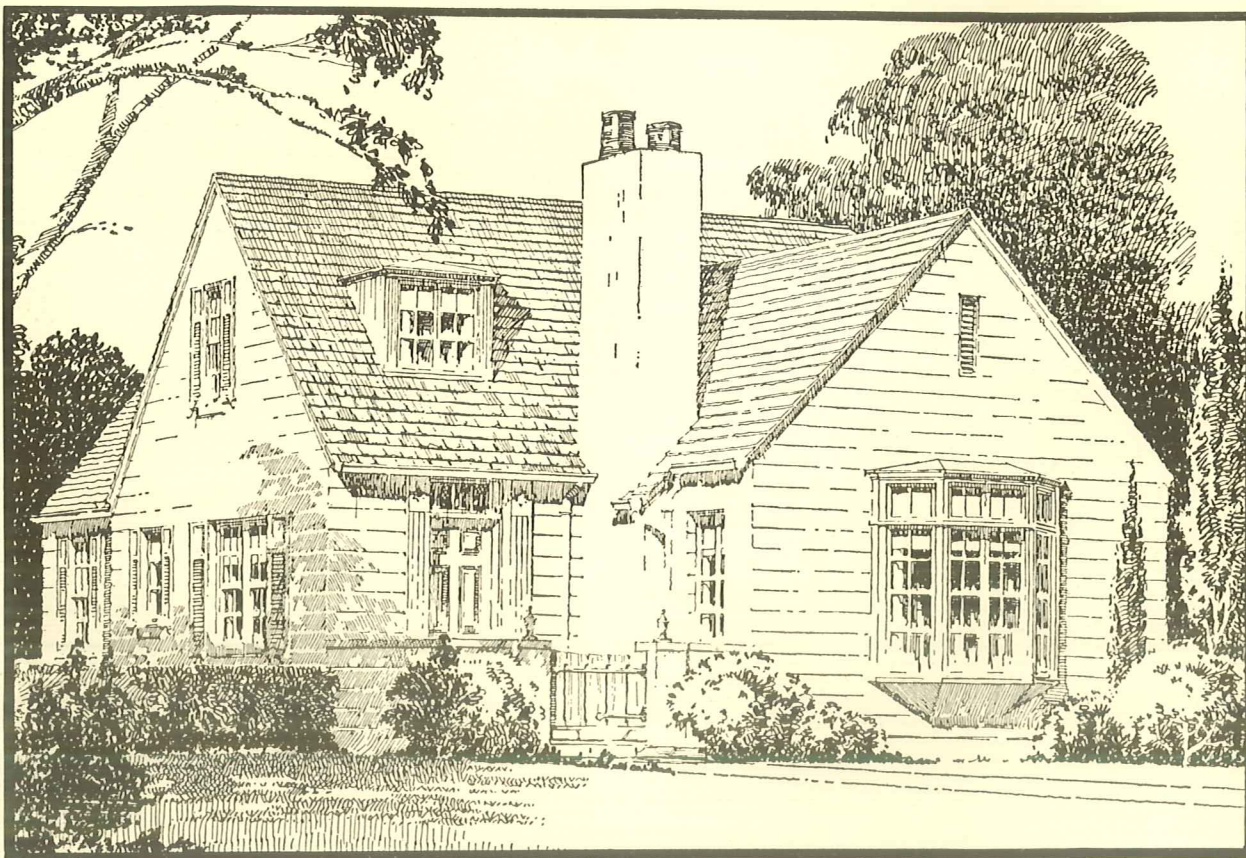
ALTHOUGH designated a five room cottage, this may really become a six room house since the high gabled roof will permit a large room in the attic space. Interesting features of the exterior are the outside chimney which dominates the front; the recessed entrance with hand railing; bay window in the dining room and attractive casement windows throughout the house.

The living room is of comfortable size, with outside exposure on three sides and excellent unbroken wall spaces for placing of furniture. The bedrooms are arranged at the side and rear of the house, insuring both quiet and privacy although they are accessible from all other rooms.

Full basement is specified with foundations of concrete masonry, concrete basement floor, also first and second floors. Exterior wall finish may be either portland cement stucco or exposed painted concrete ashlar. To give variety to ashlar exteriors it is now possible to build in various colored concrete units so arranged that the colors blend and assume different values in changing light. The cost of such individual treatment to walls is no more than that of any of the more commonly used concrete wall finishes.



Concrete tile or cement asbestos shingles will guarantee a firesafe roof covering. Here, again, tasteful use of color will enhance the appearance of an already beautifully designed home.

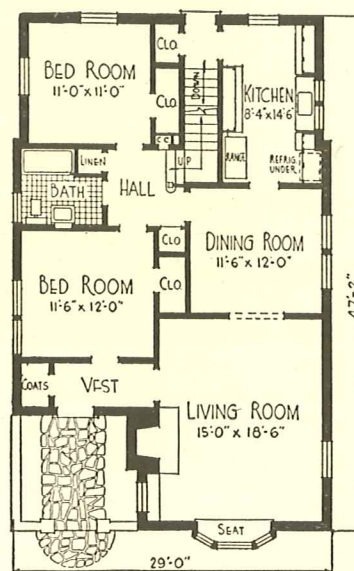


Plan 5-K-28—Copyright: Architects' Small House Service Bureau, Inc.

MUCH of the fine appearance of this house is due to its broad, low lines. Nevertheless, there is space on the second floor for additional bedrooms so that for the cost of finishing the attic space this can become a seven room home.

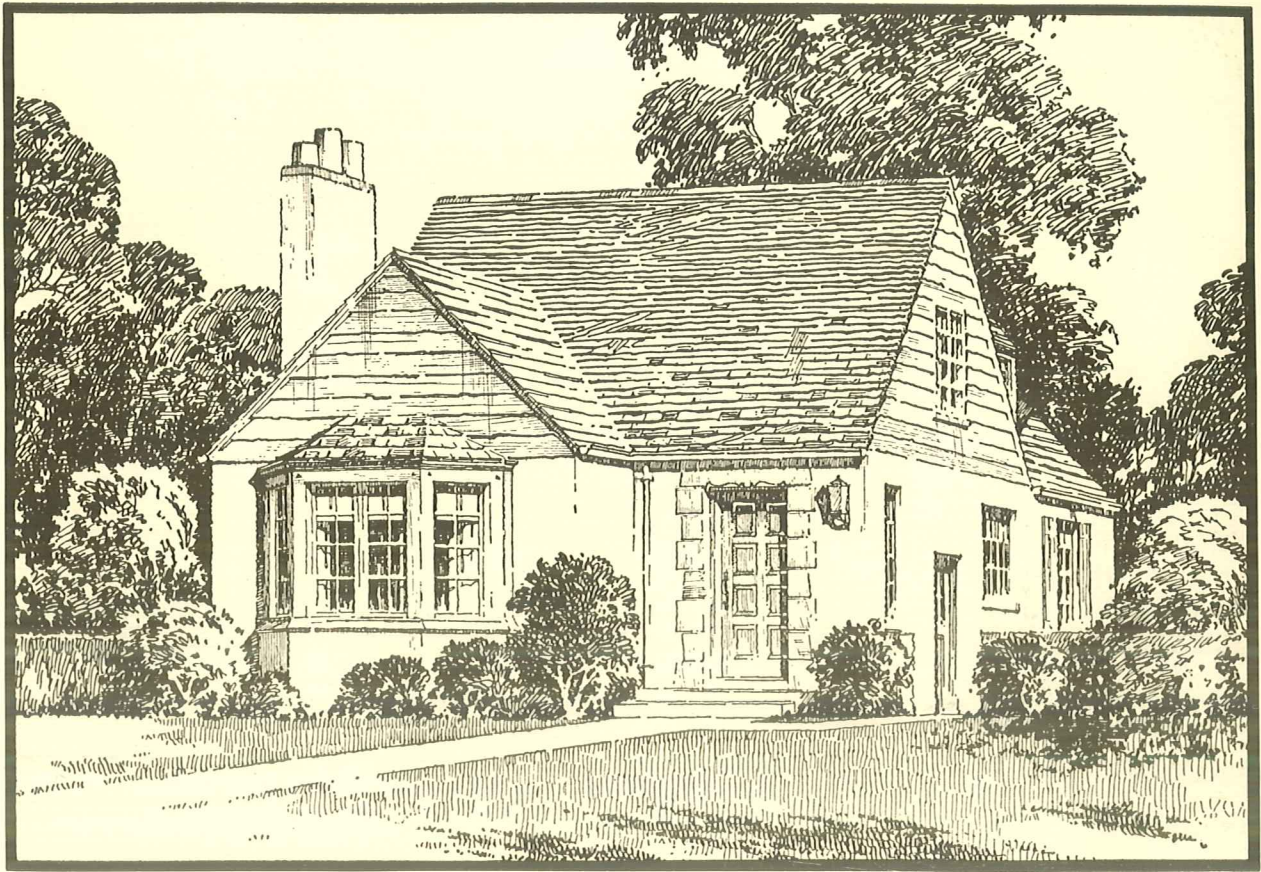
The horizontal motif of the exterior walls is simply a matter of emphasizing the horizontal joints between the courses of concrete masonry and striking off the vertical joints flush with the wall surface. Finished in a buff or off-white coat of portland cement paint, the surface is complete and permanent, needing only occasional washing to bring back its original beauty. A low-cost, fireproof home like this one will mean low cost living because maintenance costs annually levied by the less permanent type of structures are largely eliminated here.

With concrete floors throughout, joists or beams of the first floor and ceiling may be exposed and painted to add charm to the large, well proportioned living room and possibly the dining room. Concrete foundations and a concrete basement floor make it possible to use basement space as livable quarters



—warm, dry and protected against destruction by termites.

Although cement asbestos shingles are shown in the above sketch, concrete roofing tile may be used with equally satisfactory results.



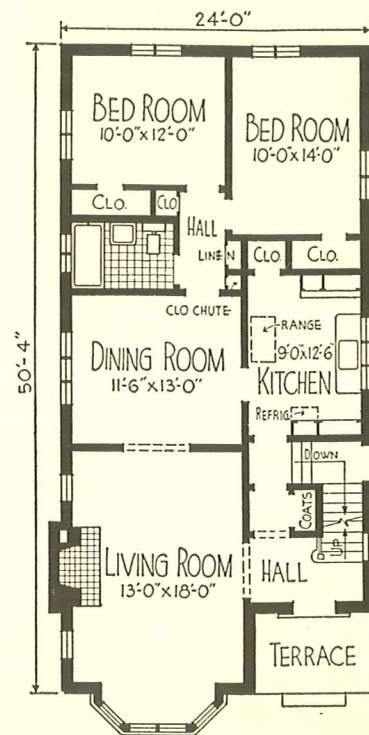
Plan 5-K-29—Copyright: Architects' Small House Service Bureau, Inc.

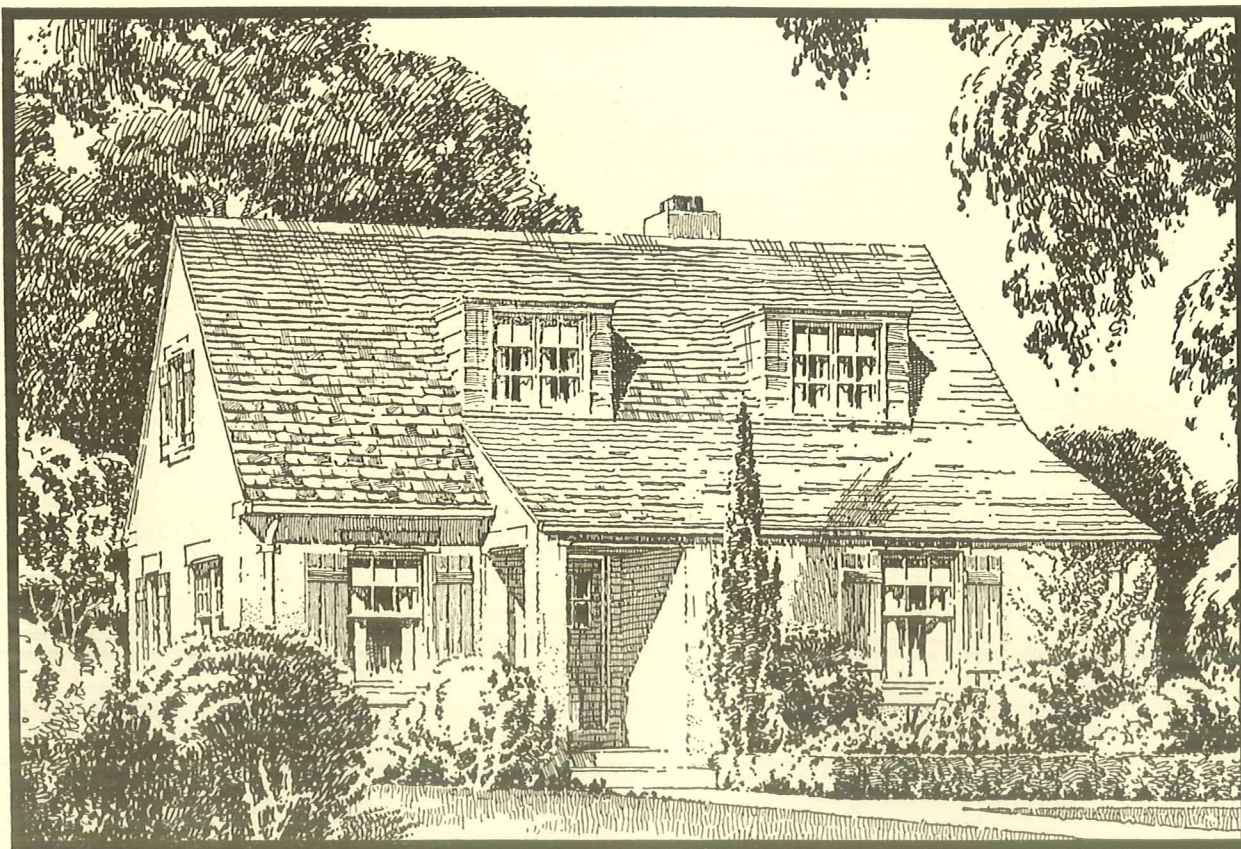
ANOTHER house designed for a narrow lot, but which does not look like a narrow house because the front elevation has the appearance of comfortable width, is this English cottage of concrete masonry and portland cement stucco. The varying heights of the gables, the forward projecting living room and the irregularity of window sizes give this home that low, rambling appearance which is effective either in the city or the open spaces.

With the two bedrooms in the far rear of the home, unusual quiet and privacy is assured, a factor which makes this type of building desirable in urban districts where street traffic is continuous and heavy. Of course, the concrete walls, themselves, will aid in keeping out annoying sounds and the solid, rigid construction practically eliminates vibration.

The trim around the doorway is cast stone, harmonizing with the portland cement stucco surface of the walls. The illustration above shows rough wood boards enclosing the gable ends. However, for more firesafety this decorative feature could be replaced by masonry with stucco finish.

The large bay window will afford maximum light for the living room, as do the casement windows specified throughout the house.





Plan 5-K-31—Copyright: Architects' Small House Service Bureau, Inc.

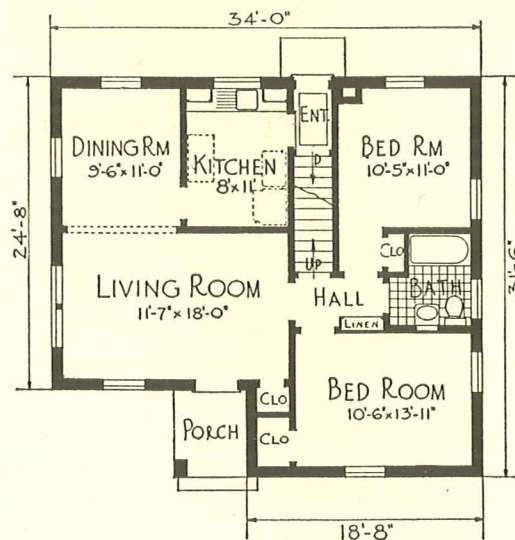
NESTLED against the hills in Pennsylvania communities, homes like this one for years have charmed their inhabitants and passers by. Now anyone can have this type of low lying house with wide-spread roof; and the hilly setting is not necessary if trees, bushes and other planting are wisely arranged as they are in the rendering above.

This house is as sturdy and permanent as it looks because it is all concrete starting with the basement floor and foundation and continuing up through successive floors and walls to the roof.

Naturally, this home will require at least a 50-ft. lot, supplying a demand for house plans on wide frontage lots which are not deep.

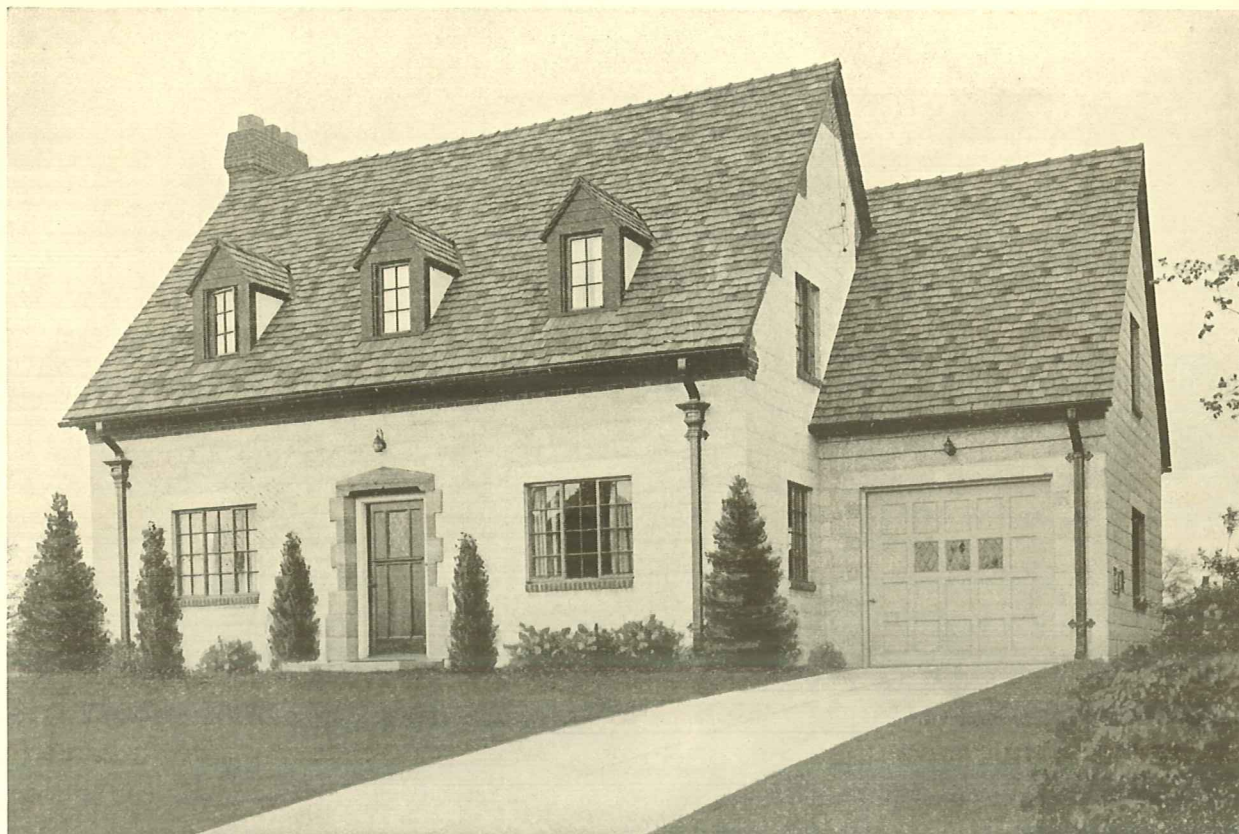
The wide roof might appear monotonous had not the architect designed two large dormer windows which serve both to give interest to the front of the home and provide ample lighting for at least two large rooms on the second floor. The concrete masonry walls are finished with portland cement stucco in one of the rougher textures in keeping with the low walls and shuttered windows.

Inside, the living room and dining room are combined to form one large room, separated only



by a wide, graceful arch. The large bedrooms have ample closet space and both open conveniently onto the tiled bathroom.

The entrances both front and rear are only two steps above grade, emphasizing the low lying appearance of the home.



Typical of low-cost, concrete homes is this new Des Moines house with garage attached. The coursed concrete ashlar walls are painted. All floors and partitions are also concrete. Trinsley, McBroom and Higgins, architects.

Now! Let's Look at Concrete Houses

UP TO this point you have been reading house plans with specifications for "concrete masonry," "portland cement stucco finish," "ashlar walls" and other items with which you may not be entirely familiar.

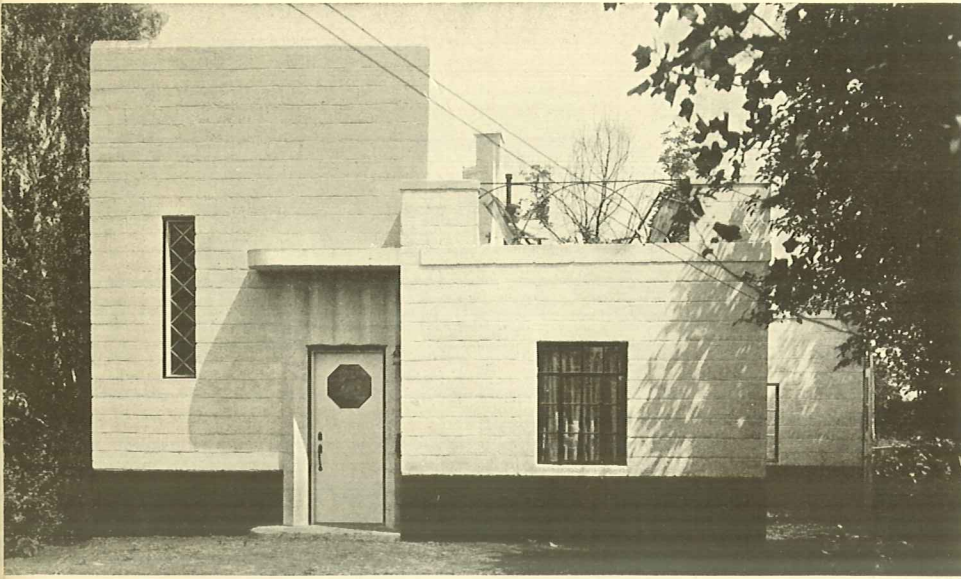
The next six pages show concrete homes as they are built, with all the finishes and treatments that are indicated by the plans. You will note that these homes, all constructed recently, are in a variety of architectural styles—and all are built of concrete masonry. The plasticity of concrete as a structural and architectural material is what makes it possible to build it into any desired form.

The choice of concrete masonry for these houses was based on several considerations. In each case distinctive designs demanded a material that could reproduce them faithfully. The builders wanted

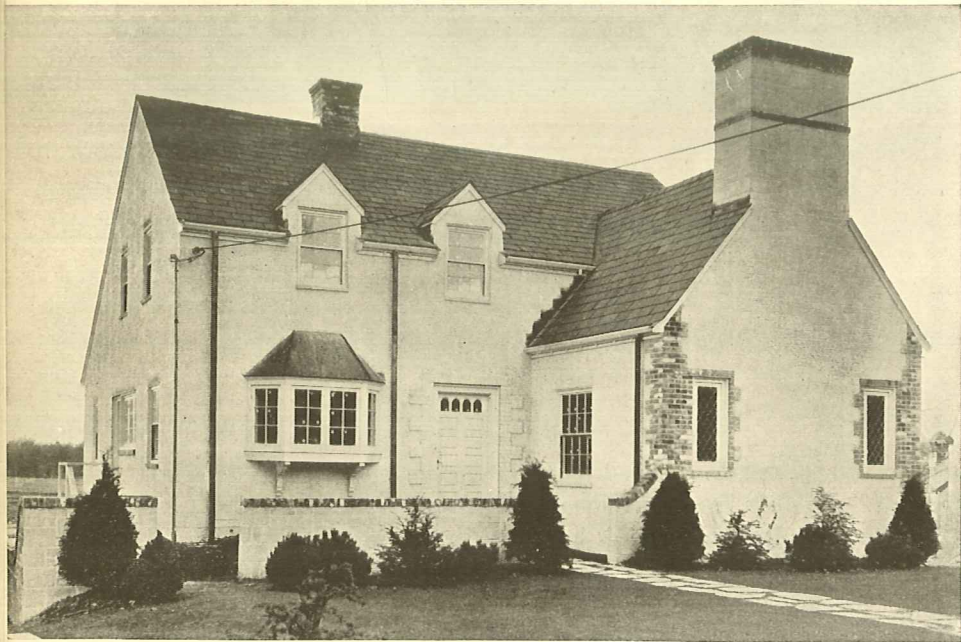
homes that would be firesafe, stormproof and protected from termites and rodents. A common requirement was low first cost and minimum maintenance. Concrete was found able to satisfy each of these qualifications.

While the plans in this book do not indicate interior effects or garden arrangement, both of these important factors in modern home construction are illustrated in the following pictorial pages. The advantage of using concrete inside the home is similar to that of its use on the exterior. It provides beauty with permanence—and equally important—it is far easier to keep clean because there are no cracks or crannies to catch dirt. The garden is always a very personal matter. Garden scenes shown here are offered merely as suggestions for well planned gardens and home playgrounds.

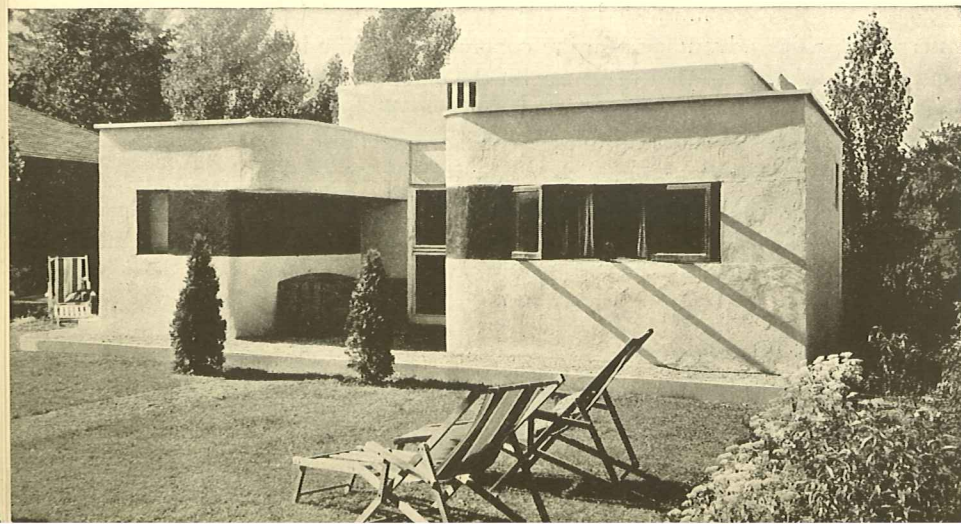
Some New Concrete Homes



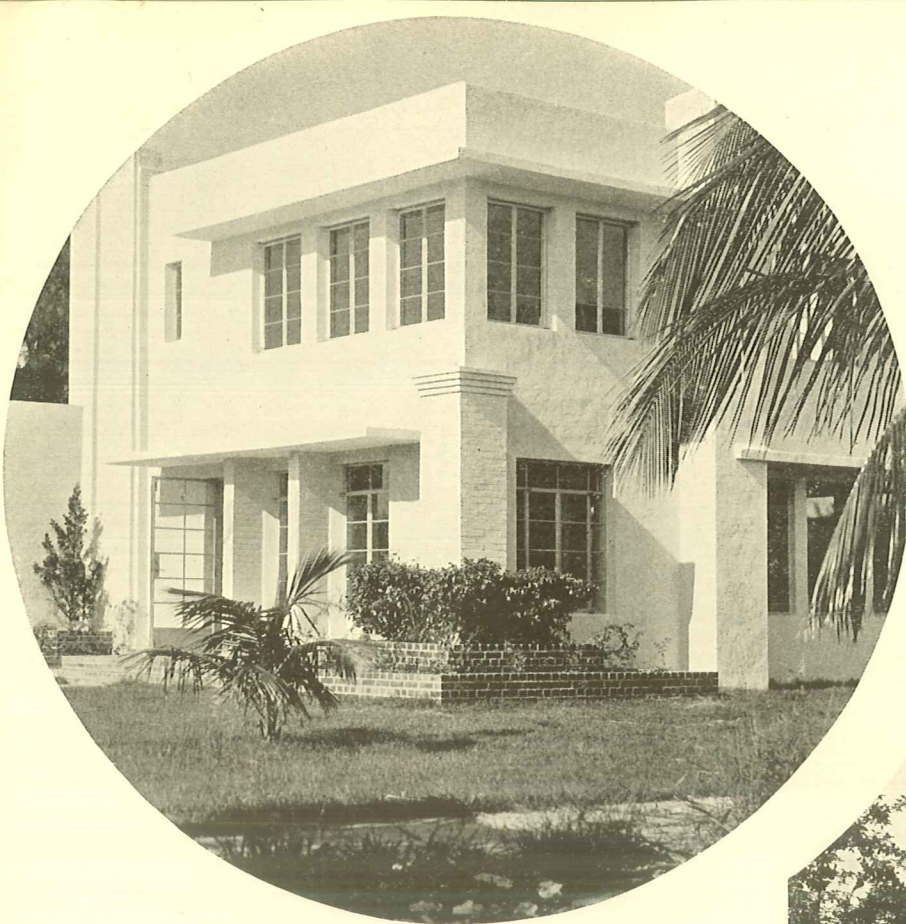
This attractive and interest exciting home is 100 per cent concrete and its cost was \$2,700. Masonry walls are finished with portland cement paint. Floors, roof and partitions, of course, are concrete. Oren Thomas, Des Moines, Iowa, was the architect.



Called by critics—"the forerunner of a type that will revolutionize the small house field," this charming concrete home at Brookline, Mass., has painted ashlar walls and concrete floors. Saxe, Glasser and Stevens, New York City, were the architects.



Designed for luxurious living for two, this concrete home at Williamsville, N. Y., was built for \$1,500. The concrete masonry walls are finished with portland cement stucco. Franklin Brill designed and built this little home; lives in it himself.



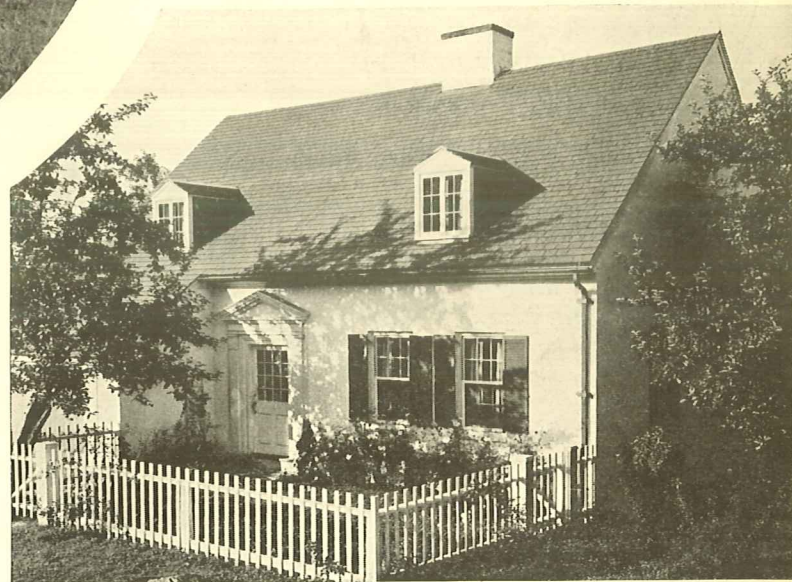
One of the scores of new concrete homes built or under construction at Miami Beach, Fla., this gracefully modern house has concrete masonry walls with portland cement stucco finish. Its cost—\$6,000. Its architect—H. E. Collins, Miami, Fla.



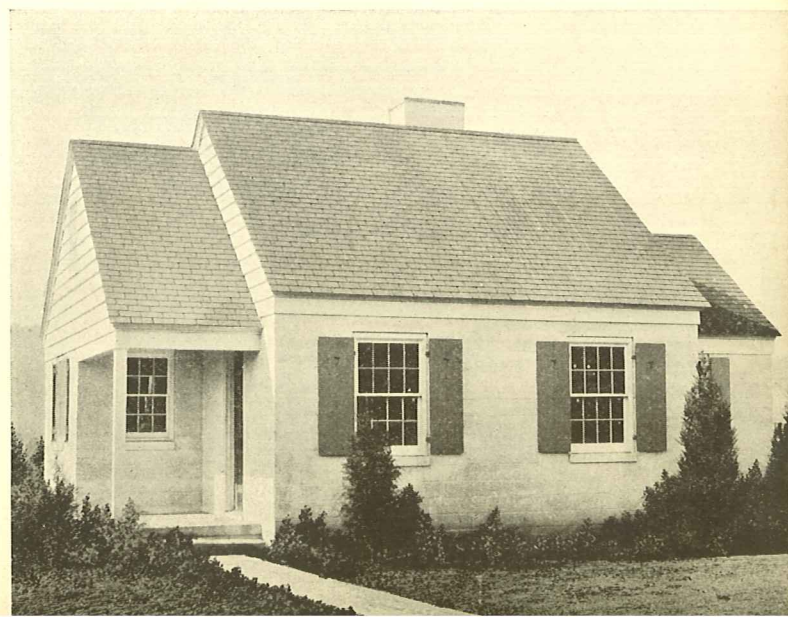
Familiar to readers of Woman's Home Companion is the "Home Keeping House" at Westport, Conn. Random sized concrete masonry forms its walls. Estimated cost is \$2,500. Frank Harper Bissel, architect, New York City.

One of 153 similar homes in the Red House Garden subsistence homesteads project near Charleston, W. Va., is this concrete masonry home built for about \$2,000. Architects were Meanor and Handloser, Charleston.

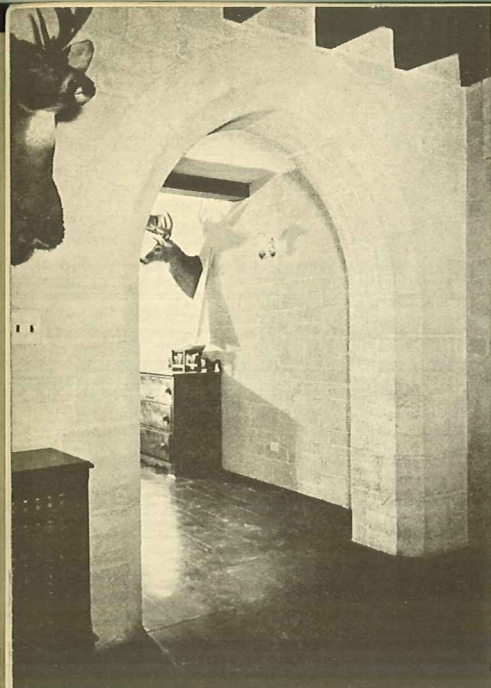
THE homes pictured on pages 14 and 15, built recently in various parts of the country, illustrate the trend in low-cost, fireproof home construction. While none of these houses follow the plans shown in this booklet, all are similar in design and construction and are good examples of the type of homes anticipated by the plans.



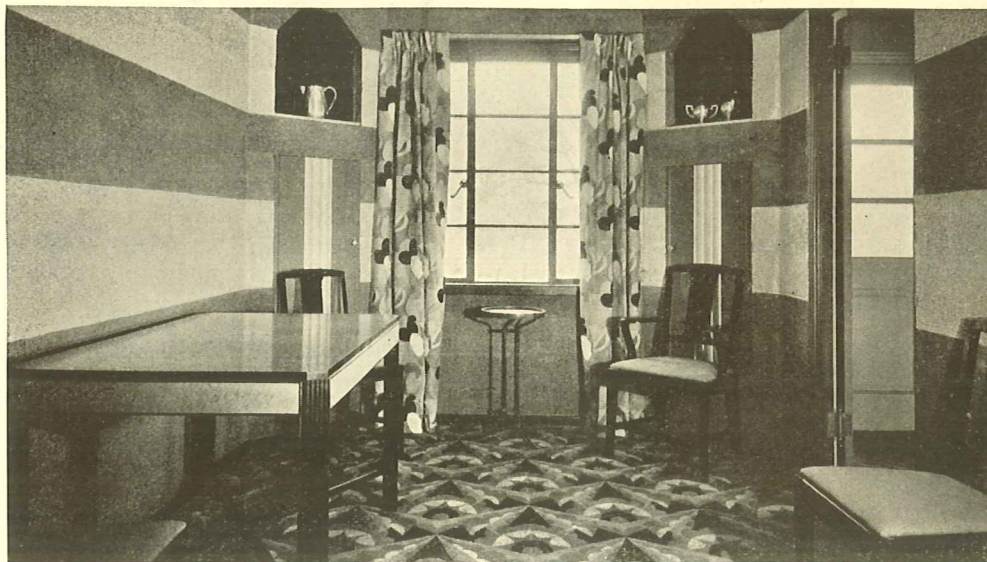
This Cape Cod Cottage at Lexington, Mass., with its white painted concrete masonry walls, was built at a cost under \$6,000. C. M. Willis, architect, Lexington.



Concrete Home Interiors

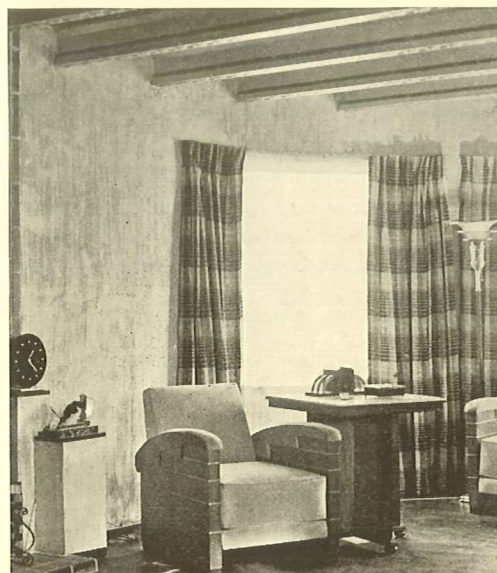


Random concrete ashlar, painted in light colors, forms the walls of this basement recreation room in a Detroit home.



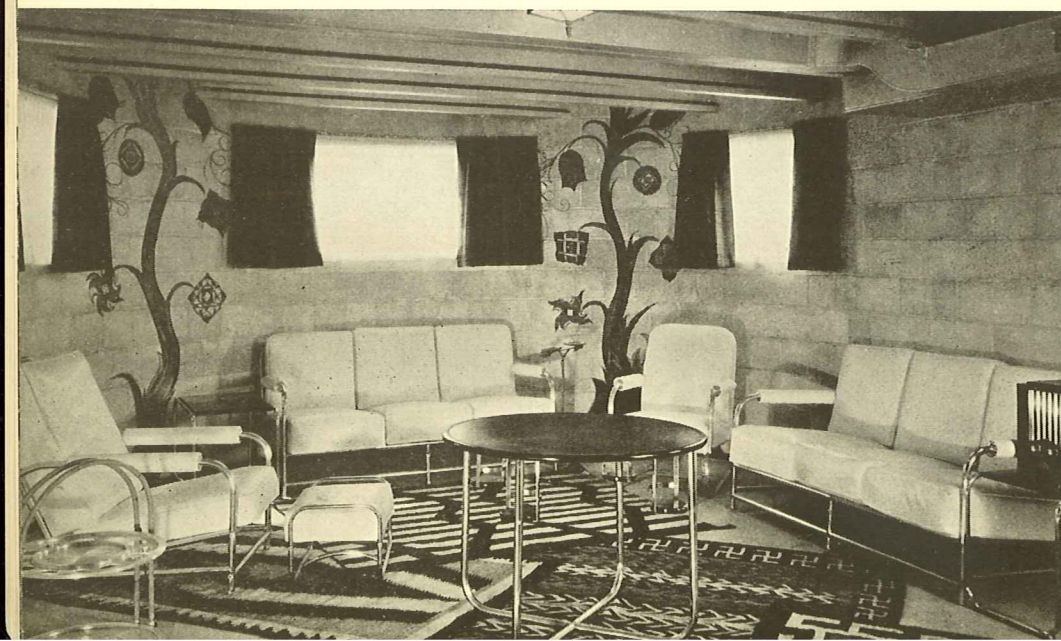
Exposed concrete masonry in this beautiful modern dining room is painted with alternate bands of silver and blue.

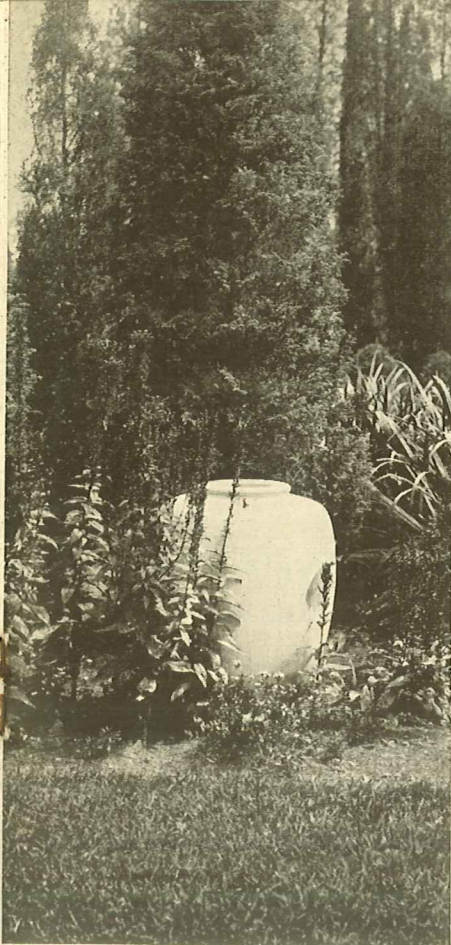
A living room corner in a concrete home in which the concrete floor joists become a lovely beamed ceiling.



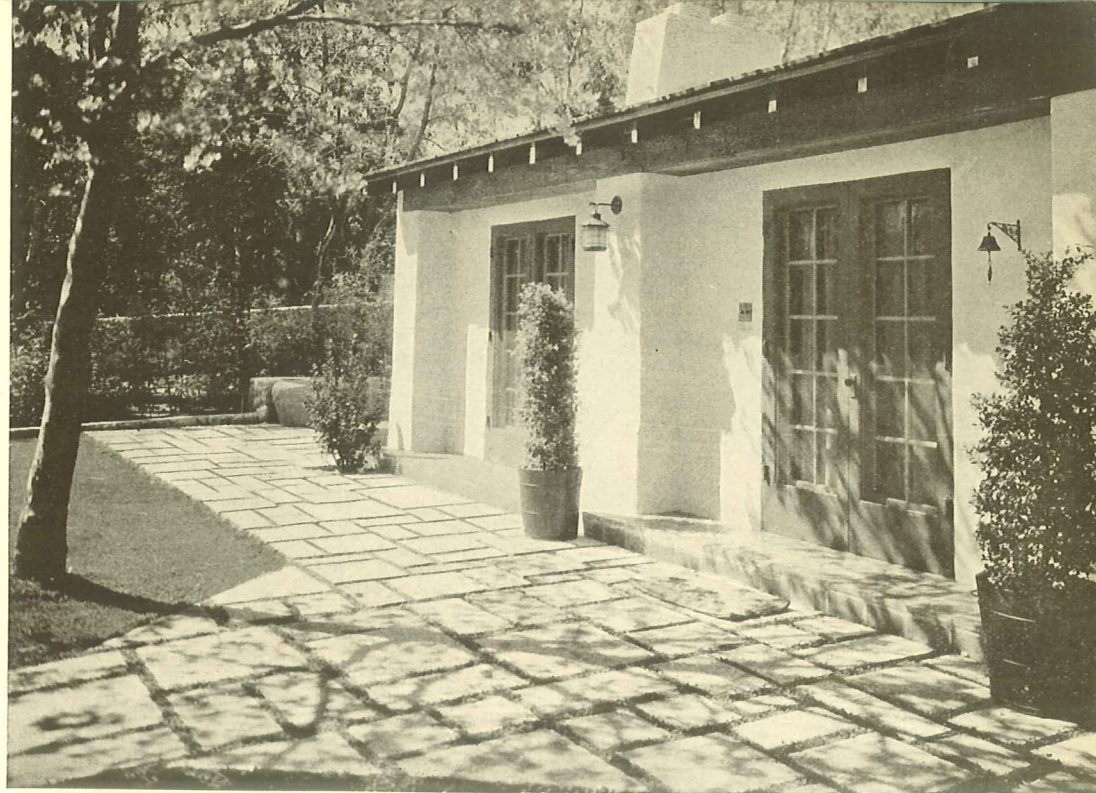
Another basement recreation room. Here the concrete masonry walls and joist ceiling show their true decorative values.

The floor in this attractive living room is colored concrete marked off in large square tiles. The walls are of small unit concrete masonry.



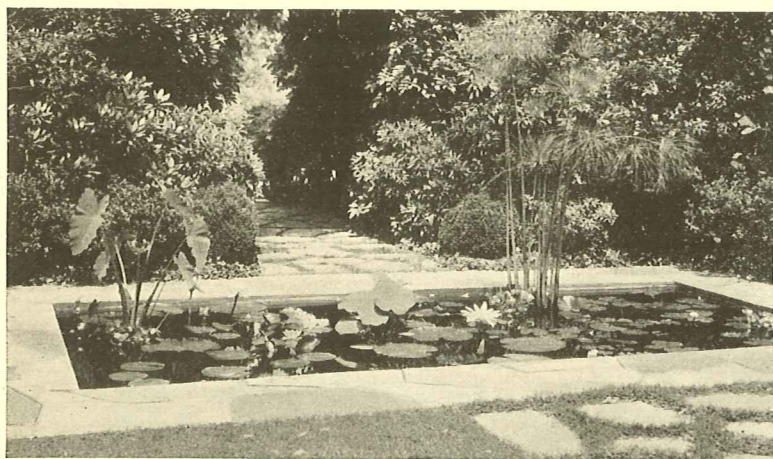


The touch that makes this garden vista interesting is this gracefully curved concrete urn.

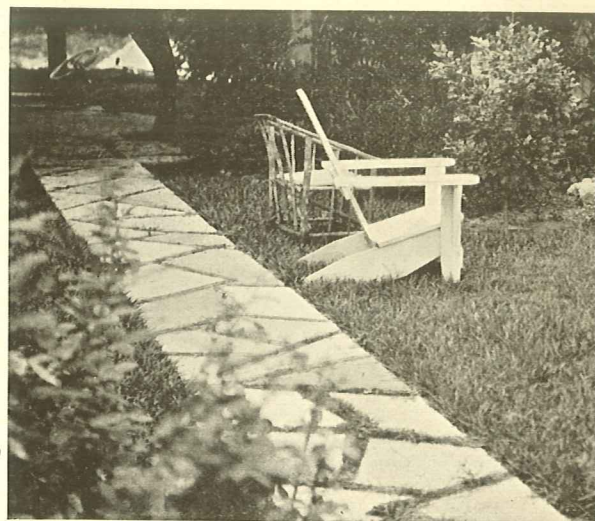


A flagstone terrace, made of concrete slabs, completes the masterpiece—a beautiful, enviable garden home. This is luxury living at low cost.

Concrete In the Garden

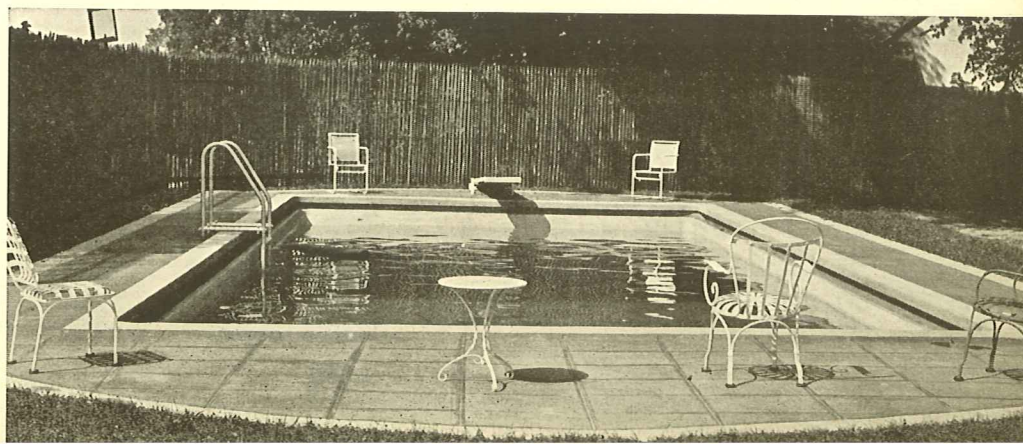


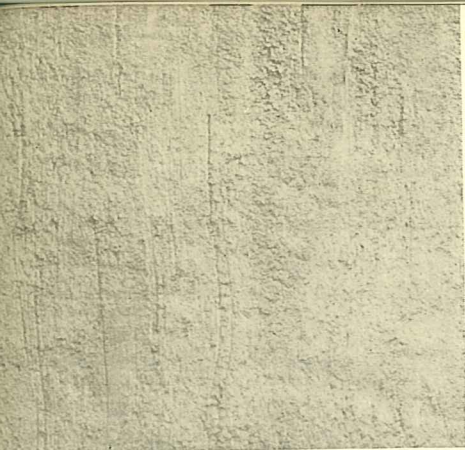
The lily pool is an important, almost imperative, part of any garden plan. This pool was inexpensively made of concrete.



The path to the favorite shade tree is concrete flagstones that add beauty to any lawn or garden.

Your own swimming pool on your own small lot is not an impossible dream. Built of concrete, pools are low cost, practical and good looking.

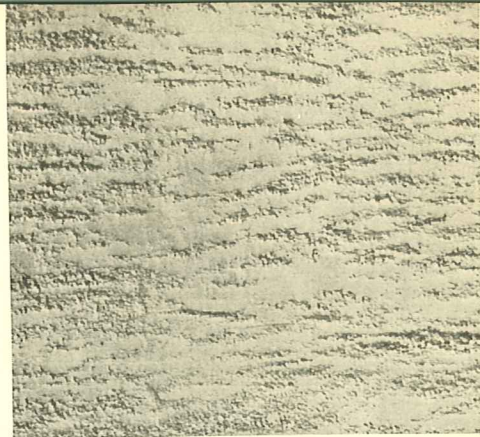




Modern American



Spanish



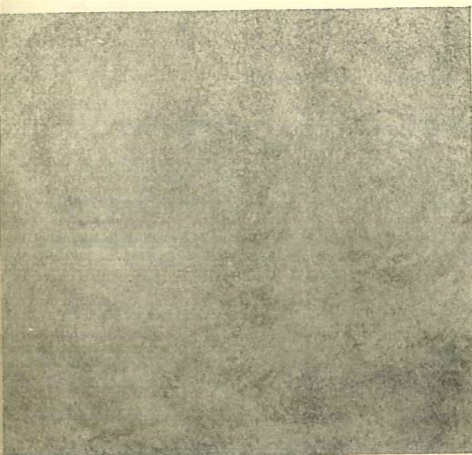
Travertine

Stucco Finish for Concrete Masonry Houses

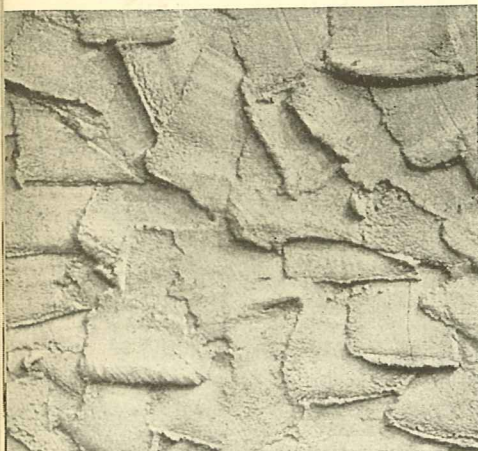
NO OTHER material offers the great variety of pleasing and effective surface treatments that are obtainable with portland cement stucco. This, combined with its permanence and the ease with which it can be applied, makes it highly desirable as a finish for concrete masonry homes.

The textures shown on this page are but six among many standard surface treatments all of which can be produced with equal facility by stucco craftsmen. They are reproduced here to demonstrate the adaptability of stucco to various architectural styles; for each of these textures may be used effectively with one or more styles as their names indicate. When choosing a texture it is always important to select one that harmonizes with the architecture of the house. For this the advice of your architect is invaluable.

It should be remembered also that any texture of stucco can be colored through the use of a wide selection of fast color mineral pigments. Therefore, the possible combinations of color and texture are almost infinite, and among them is one which can suit the taste of the most critical home builder, the person who knows exactly what he wants.



Colonial

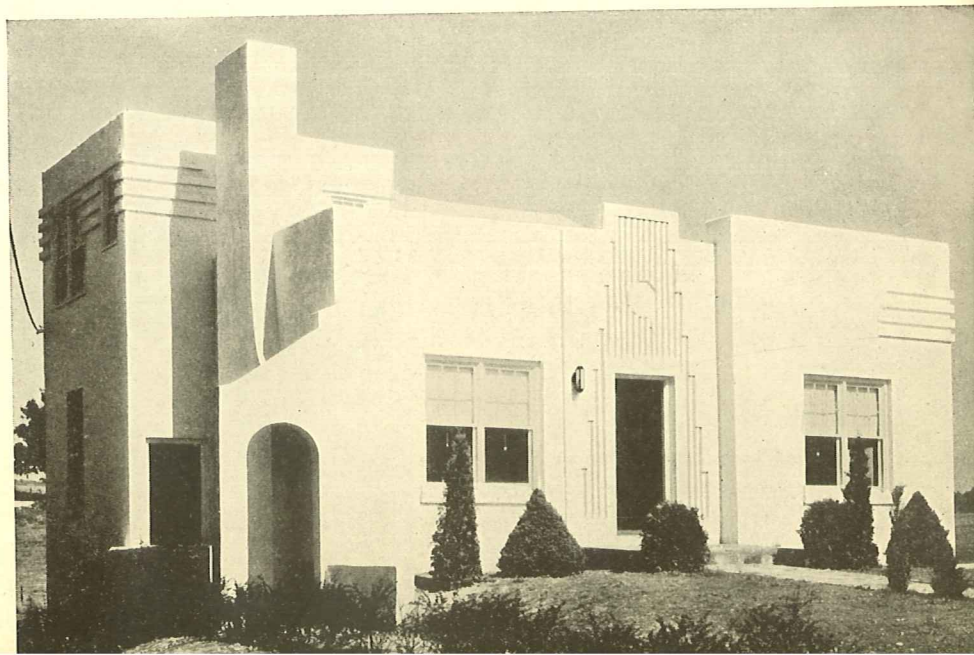


English

English Cottage



Modern, fireproof concrete masonry home with smooth stucco finish painted white. Simmons and Simmons, architects, Poughkeepsie, N. Y.



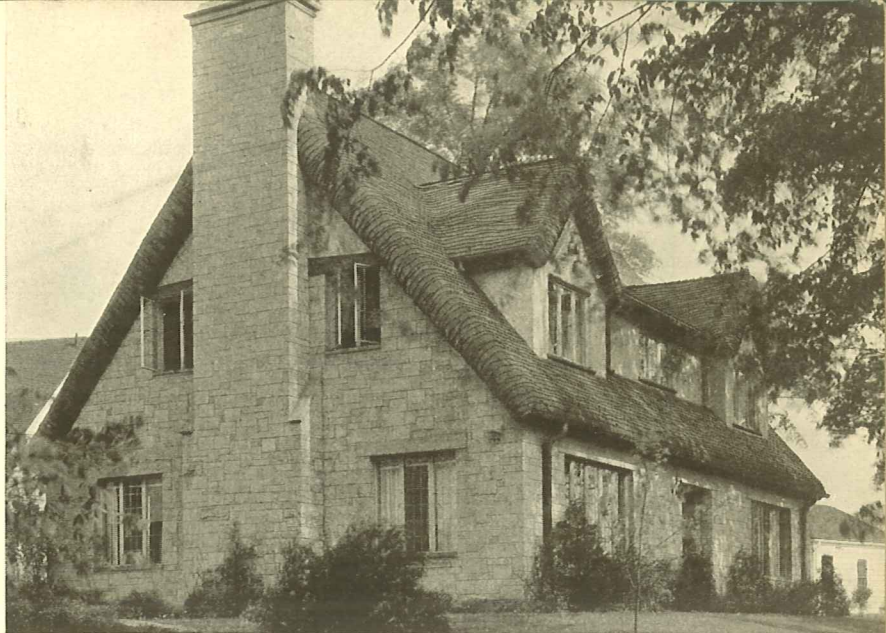
Ashlar Walls

INCREASINGLY popular in home construction is the use of concrete ashlar walls. Ashlar walls are built with one or more sizes of masonry units combined to form attractive and beautiful patterns.

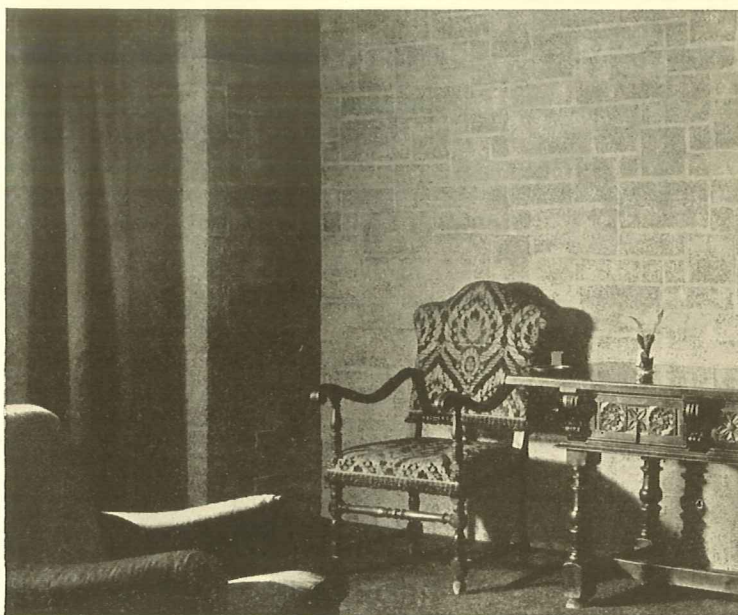
On this page are prime examples of concrete ashlar. Both exterior and interior walls shown are built of random ashlar to which coats of portland cement paint have been applied after the joints were neatly pointed. The four panels below are different patterns of coursed and random ashlar before joints have been pointed or cement paint added. Coursed ashlar is so called because it has continuous horizontal joints; random ashlar has neither continuous horizontal nor vertical joints.

While the texture of the masonry units and the patterns in which they are laid are the chief elements producing charm in ashlar walls, color and surface treatment are important factors. Color may be given to individual masonry units by using mineral pigments or colored aggregates in the facing of the units when they are manufactured. Very attractive finishes can also be secured by means of portland cement paint—available in a variety of colors—sprayed or brushed over the entire wall area. Either method of obtaining color is effective for exterior or interior walls.

There are many more ashlar patterns available than can be shown here. All are interesting and effective, and all concrete ashlar offers the same values in beauty, durability and economy.

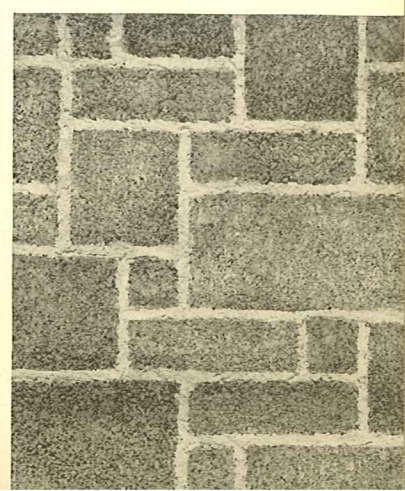
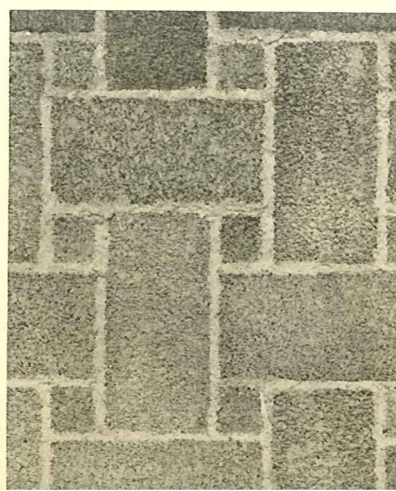
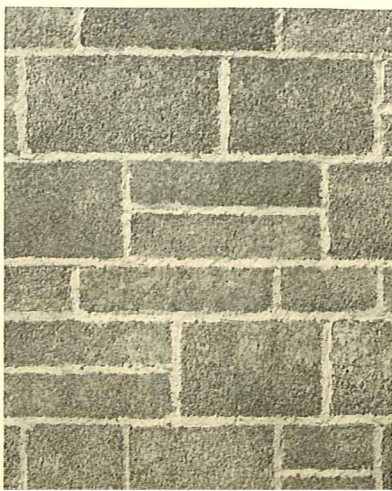


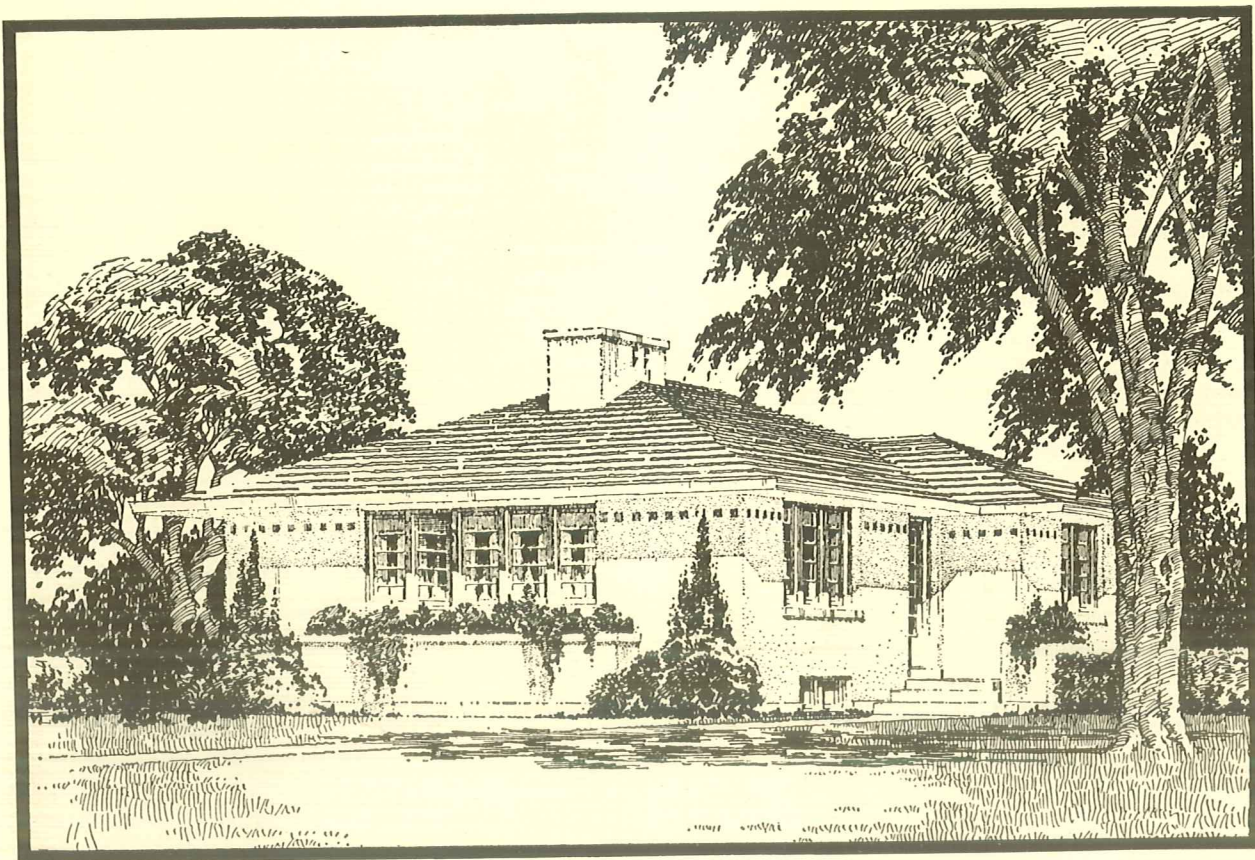
Random ashlar, painted, reveals the attractiveness of concrete masonry for exterior walls. Max Colter, architect, Birmingham, Mich.



Ashlar walls give beauty and interest to interiors. The room above is painted in a buff color.

Unfinished concrete ashlar walls showing several patterns in coursed and random ashlar. Many other attractive patterns are available.



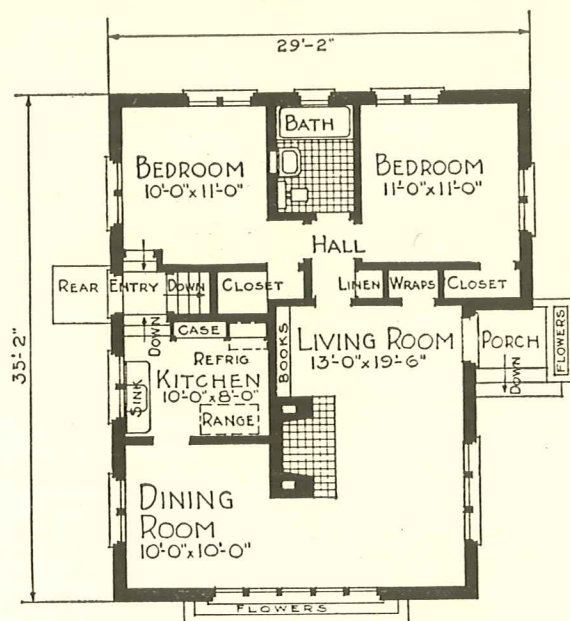


Plan 5-K-32—Copyright: Architects' Small House Service Bureau, Inc.

LEAVING for a moment the more formal, period styles in cottage homes, let us look at the modern American bungalow. This house provides all of the comforts and conveniences of the simple, low walled modernistic style, but has a hip roof and widely overhanging eaves to satisfy those people who can't accustom themselves to the flat roof.

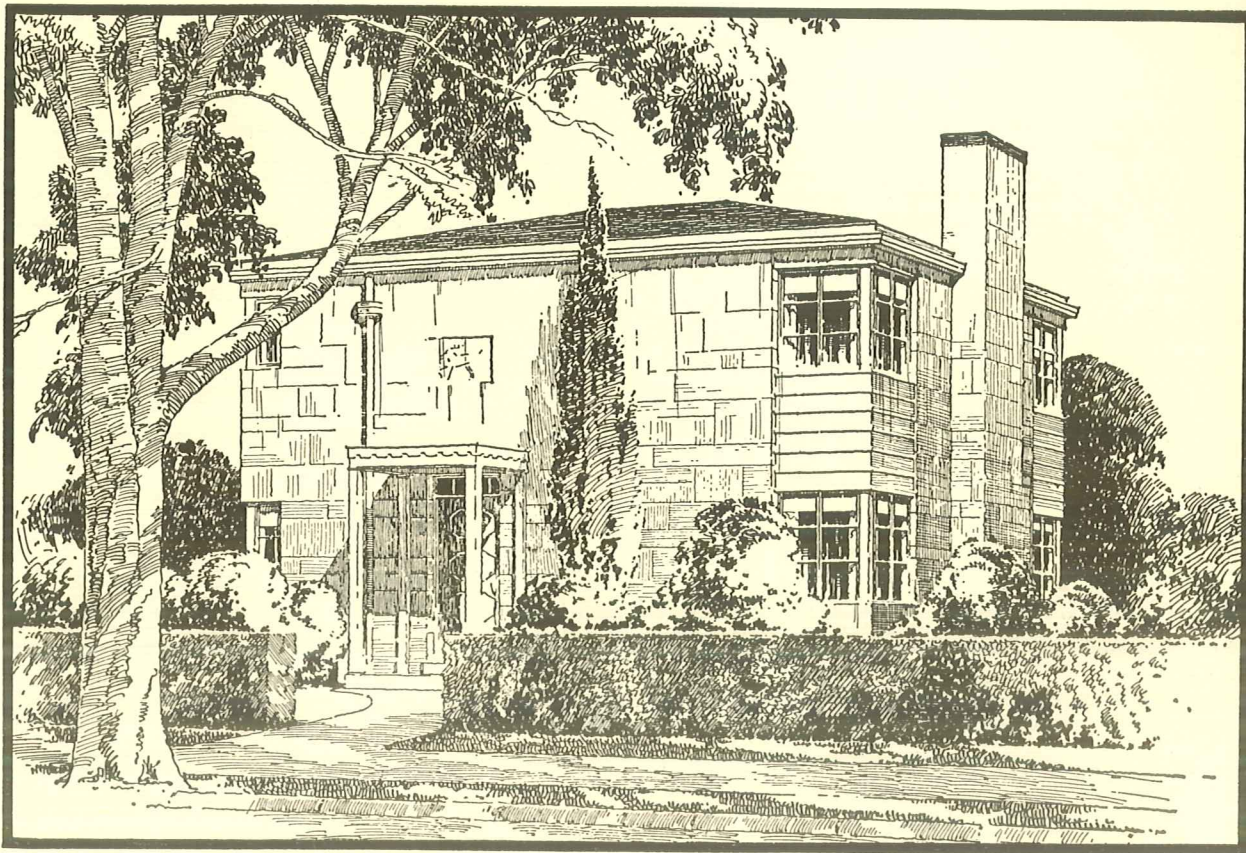
The design above reveals the typical beauty of concrete as used in American bungalow type of architecture. Wall finish is rough but uniformly textured cement stucco over concrete masonry walls. The casement windows are arranged in groups of five, three and two, beautifully contrasting with the wide, flat wall areas. The low concrete wall which forms a flower box in front of the five-window group is a feature of the house design, and an effective one.

Who can resist the pleasant novelty of the floor plan? A long living room with the fireplace, not placed conventionally against a wide wall, but actually projecting out into the room, forming a division screen between the living room and dining room; the squarish, modern bedrooms with extra large closets; the kitchen with the modern equipment demanded by housewives who refuse kitchen



drudgery because they know it isn't necessary.

Since there is little attic space a full basement is suggested, to be finished when needed with exposed concrete ashlar walls and colored concrete tile floor. Cement-asbestos shingles or small tile roofing are both suggested.

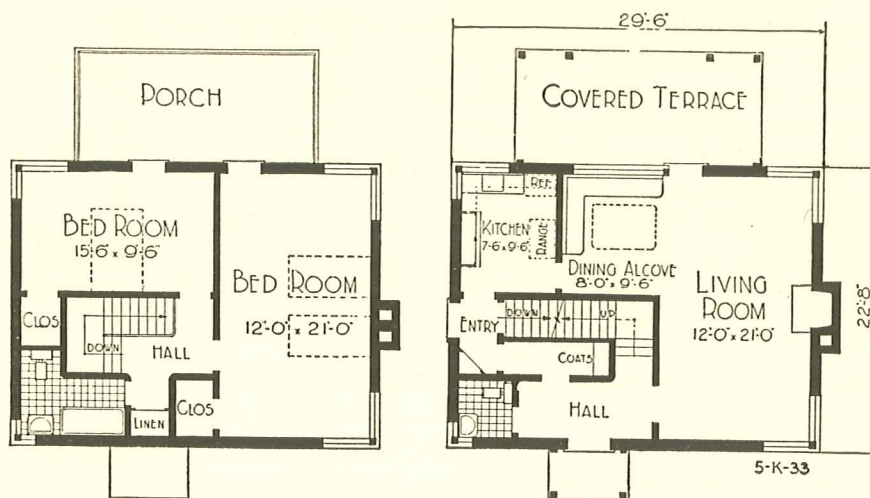


Plan 5-K-33—Copyright: Architects' Small House Service Bureau, Inc.

A STILL more modernistic design, a five or six room home in two stories, is offered here for the builder who seeks unusual architectural effects. All the windows, it will be noticed, are concentrated in the corners, an arrangement which approaches the bay window in giving light and visibility.

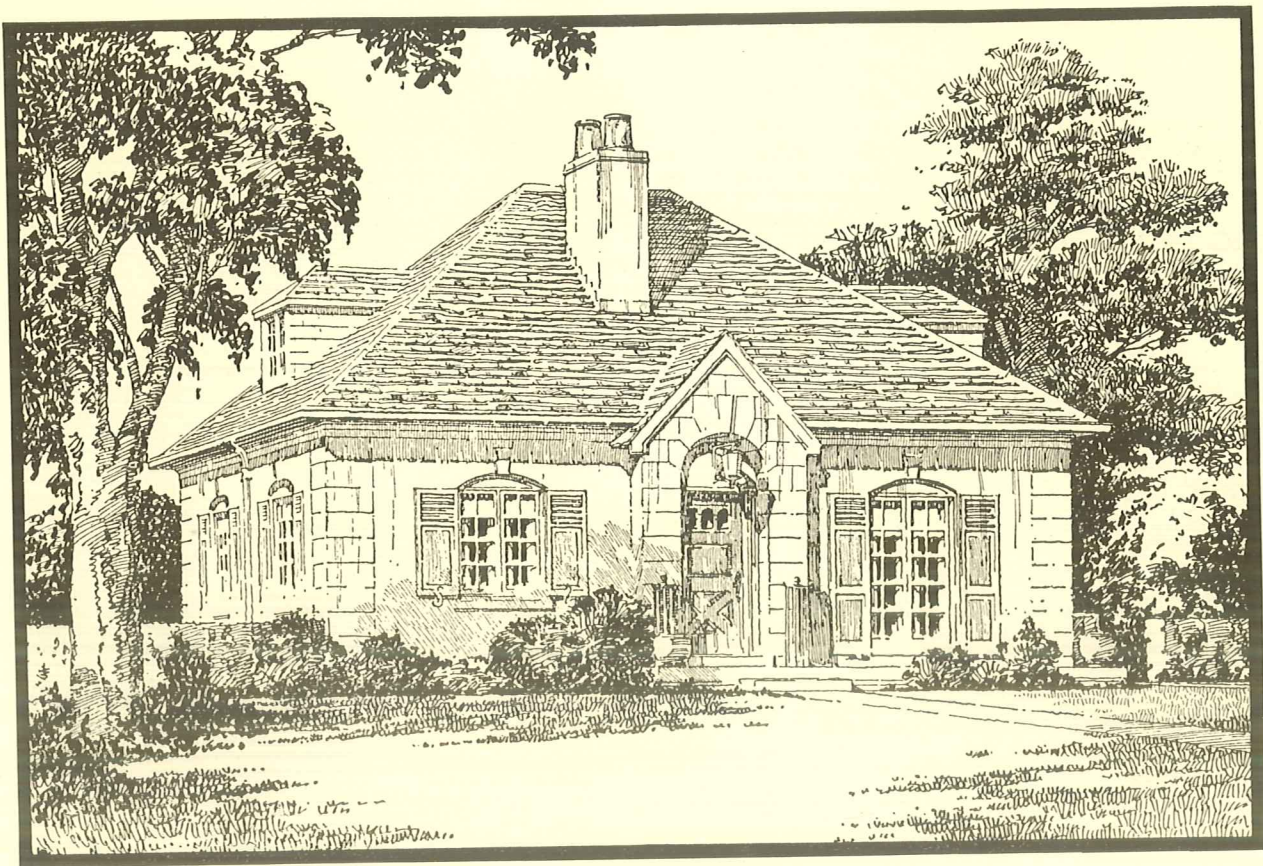
Simplicity, strength and durability are the other virtues of this concrete masonry house. The exterior walls are built of ashlar units laid up in coursed patterns which emphasize the strong horizontal lines. The interesting entrance porch relieves the otherwise rather severe front wall, a service performed equally well for the side wall by the wide, straight chimney.

The dining alcove is part of the large living room. Close perusal of the plans will show the popular new



built-in bench which supplants movable chairs in the dining room, reducing furniture expenditure and adding distinctive interest to the whole living room.

While two very large bedrooms are detailed in the second floor plan shown here, an alternate design provides a three bedroom scheme. All floors, walls and partitions are concrete, and the low hip roof is covered with cement asbestos shingles.



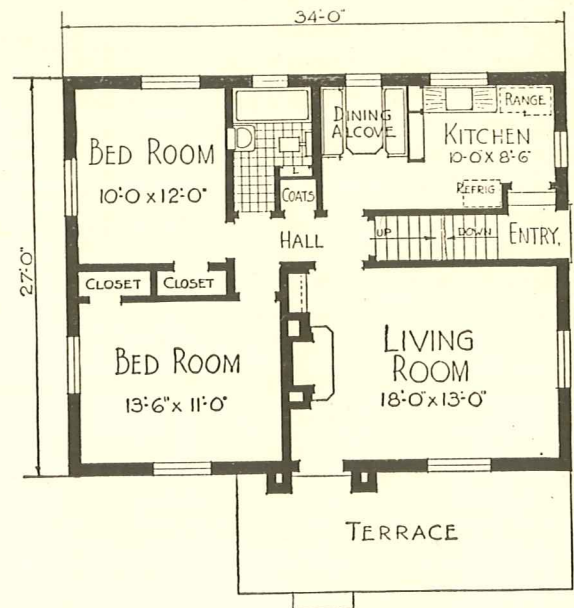
Plan 5-K-34—Copyright: Architects' Small House Service Bureau, Inc.

PEOPLE who like the massive feeling of large unit masonry walls will find this house design a match for their ideals. Executed in concrete masonry it is no more costly than a less strongly built, less durable structure. As a five or six room cottage—depending upon the use of the attic—it is a smart and economical home for the small family either in town or in the suburbs.

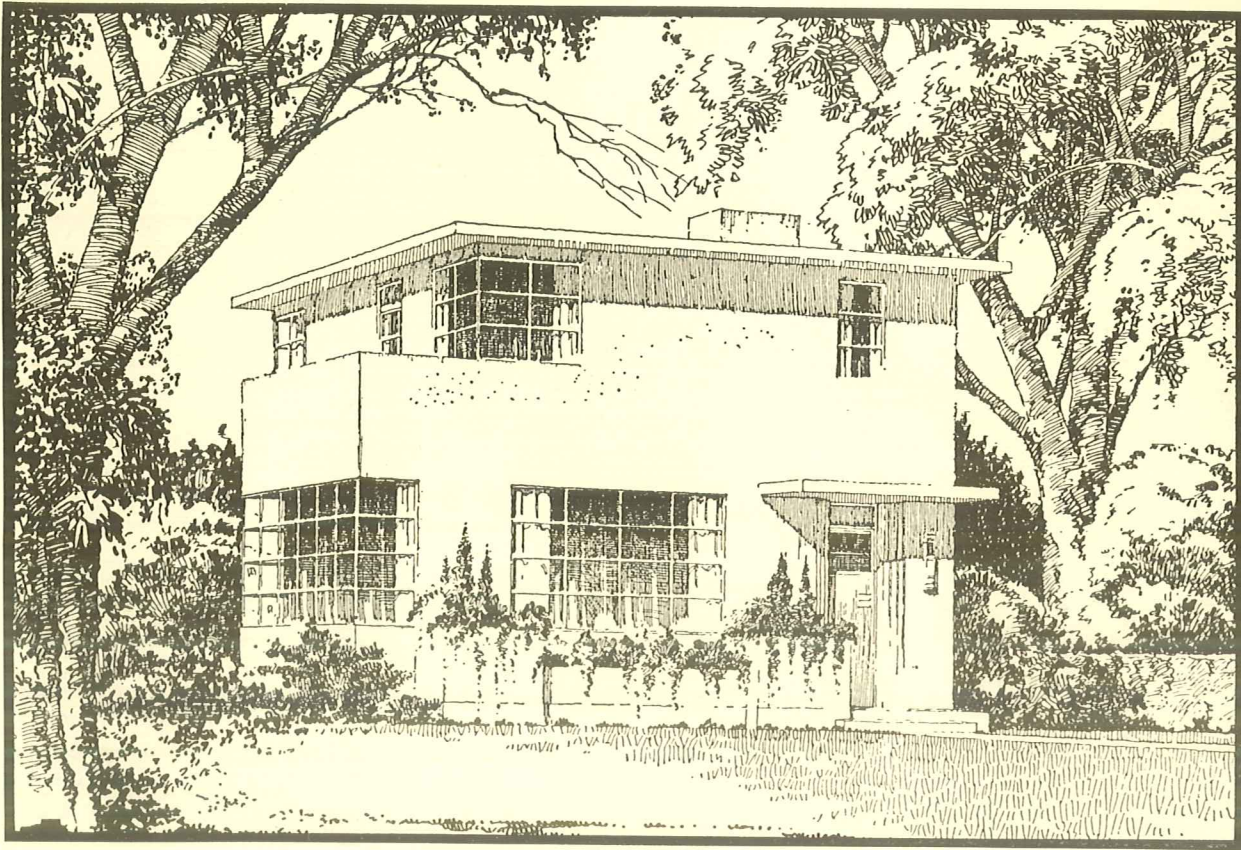
The floor plan is compact, with all available space turned into large rooms none of which are cut up with useless doodads and dirt catching crannies. The living room is completely separated from the rest of the house. The dining alcove saves valuable space because the table and benches are built in rather than spread out all over the room. Bedrooms are of ample, comfortable size; large windows on two sides, well ventilated.

Architectural features of interest are the arched windows, including the full length French doors opening onto the porch terrace, the gabled entrance, hip roof and dormer windows. Wide shutters on all windows enhance the "cottage" effect.

It would be entirely in keeping with the house design to pave the porch terrace with concrete flagstones. Otherwise, it should be a reinforced



concrete slab, which may be colored red or green as desired. Other floors are concrete, their under side finished with either plaster or exposed beams according to taste and method of floor construction employed.

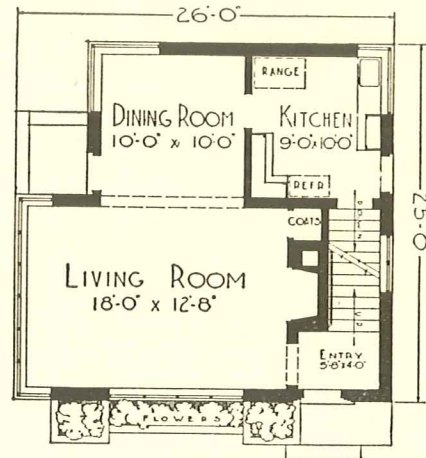
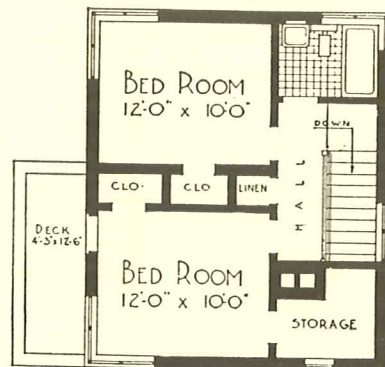


Plan 5-K-35—Copyright: Architects' Small House Service Bureau, Inc.

THIS house, modern in style and up to the minute in plan and construction, is a type which is attracting more and more attention in the architectural world. Usually it is the larger, more expensive house that is developed in this style. In this case it is a house of moderate size, economical considering all that it offers. Concrete masonry walls promise low upkeep and desirable firesafe qualities.

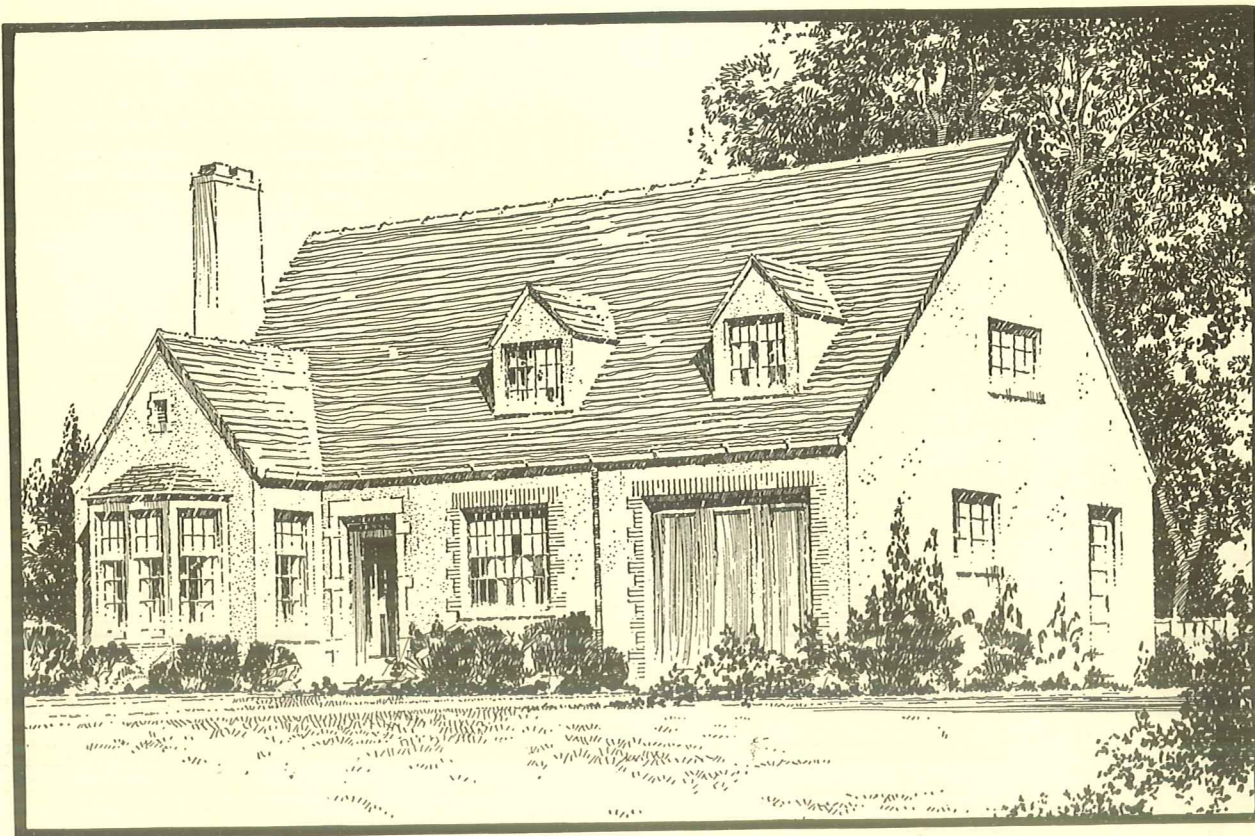
Interest is given to the rather plain and even wall areas by the widely overhanging roof slab, the corner windows and grouped windows, and the flower box which is an integral part of the front elevation. To emphasize the monolithic effect of the masonry walls, they are covered with white or very light colored portland cement stucco of a smooth texture.

All rooms inside this two story house are well lighted by the large glass areas of the windows. Living room and dining room are adjoining, making



one large room. Storage space is provided in a corner of the second floor where are located the two large bedrooms, one opening onto a terrace.

The style of architecture of this house was developed largely because concrete is completely adaptable to the line, mass and proportion of the modern manner. Therefore all floors are reinforced concrete as is the flat roof deck. This is a most economical type of construction for this popular new fashion in homes.



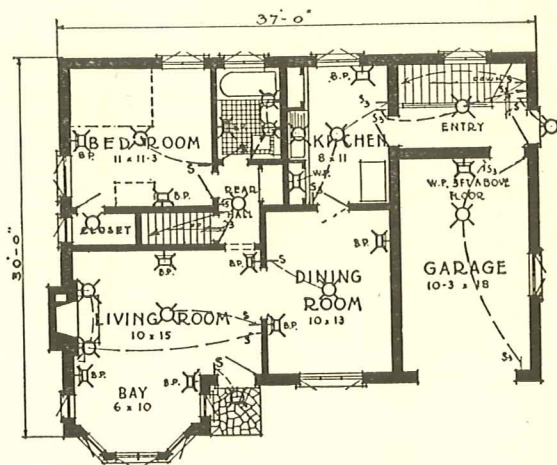
Plan 4-K-17—Copyright: Architects' Small House Service Bureau, Inc.

HERE is the modern utility home. Four rooms and built-in garage on the first floor, suitable for the small family, it may be a six room house with enough bedrooms to billet a small army of relatives and friends by simply finishing off two rooms in the attic.

The advantages of the built-in garage need no elaboration. It makes the auto available without inconvenience in all types of weather. In this case none of the garage odors of gas and oil are permitted to permeate into the rest of the house because the partitions separating them are strong, impervious concrete masonry. These walls absorb sounds and reduce vibrations so that coming and going in the family vehicle will not disturb others who are in the house.

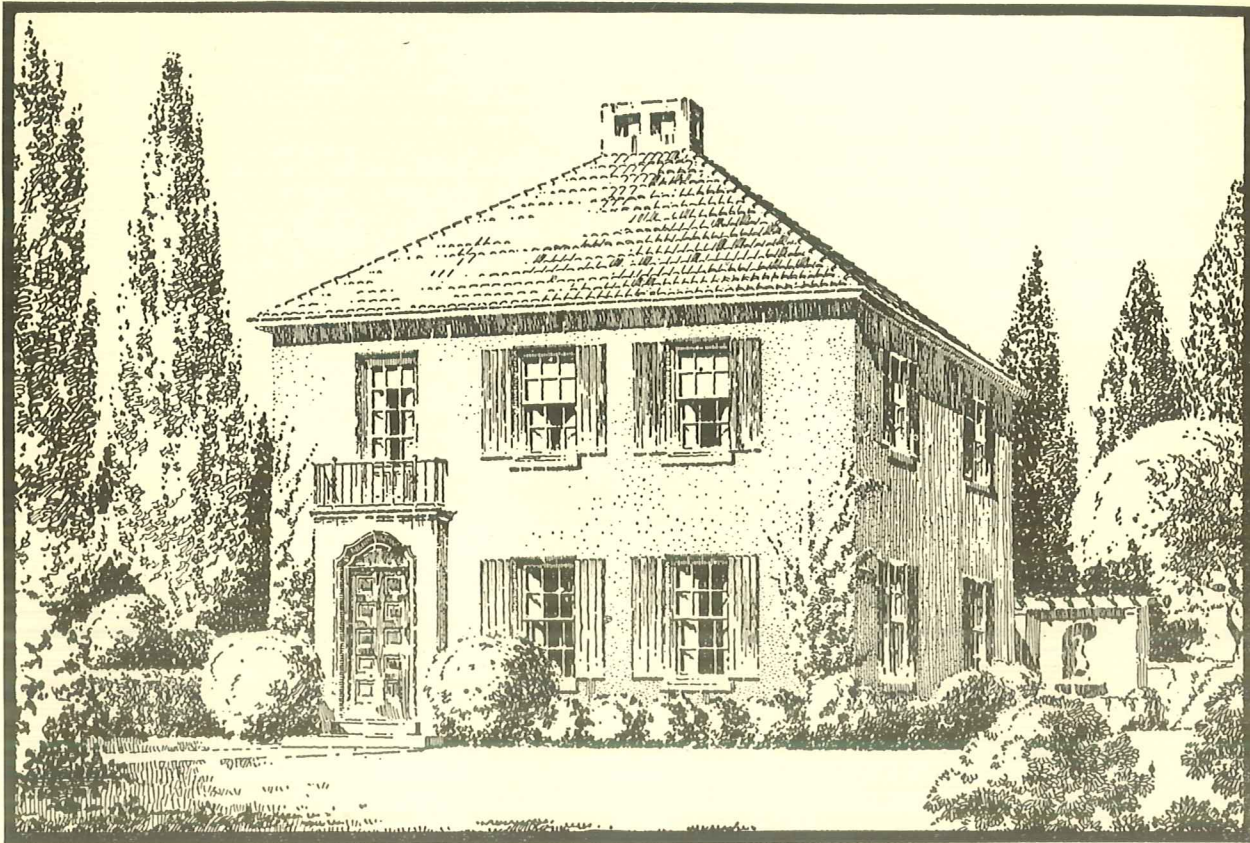
Built entirely of concrete masonry, the exterior walls are finished with smooth textured portland cement stucco. Trim about the doorways and windows is cast stone. The house is roofed with cement-asbestos shingles of fire resistant construction.

The large living room has a fireplace and big bay window. There is a separate dining room, kitchen and single bedroom and bath on the first floor. The plan makes the most economical use of space.



Such a large floor plan indicates many possibilities for the basement. If a recreation or playroom is desired the whole basement should be excavated and finished with concrete ashlar walls which lend themselves to attractive decoration.

The entire first floor is concrete. In living room and dining room the floors may be marked out in tiles, colored and polished. For the bedroom a plain concrete floor may be covered entirely by a broad-loom carpet.

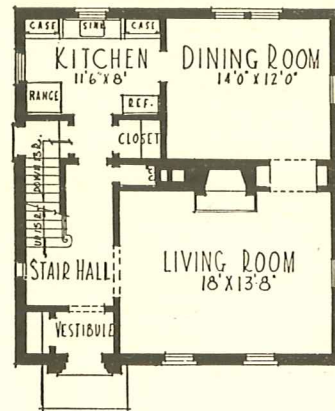
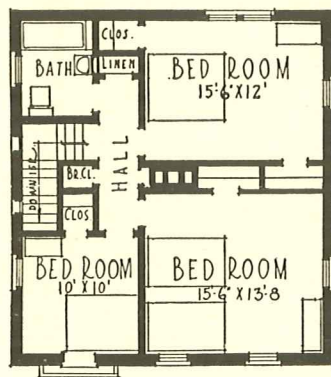


Plan 6-K-17—Copyright: Architects' Small House Service Bureau, Inc.

HERE, in this familiar square type house, is evidence aplenty that a house can be something more than four walls with openings and roof. Yet, if you study this house, you will see that basically there are no added elements. How does it come to look so well?

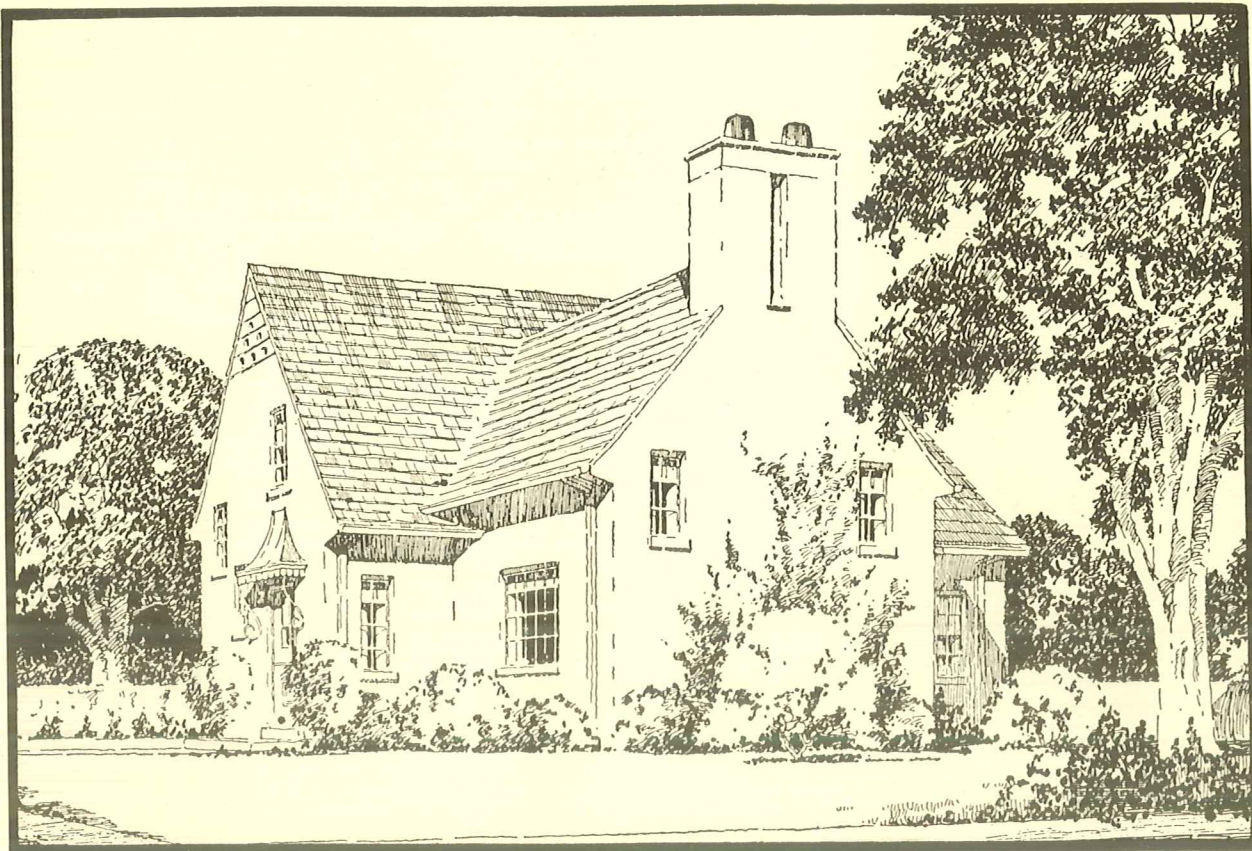
First, the walls are well proportioned and the openings are in proper locations and are themselves of good proportions, and the roof is not something more than is necessary to finish the building at the top. We have beauty here without adding any extras, excepting perhaps, the window shutters and a bit of ornamental work around the door.

Economy—how can any home of this size be more economical than this? It is soundly constructed of concrete masonry walls and concrete floors. The foundation walls are concrete and the roof is covered with concrete tiles. No sagging floors, no deteriorating foundations, no tinder box roof here to drain away cash for constant maintenance.



And then, to top it off, we have an honest plan. Here in a rectangular space are six rooms of adequate size, arranged in accordance with a well established plan that thousands of home builders like.

The exterior walls may be either ashlar masonry units in coursed or random pattern or, as indicated above, portland cement stucco. In either case, the result is an attractively beautiful house in the low cost bracket.



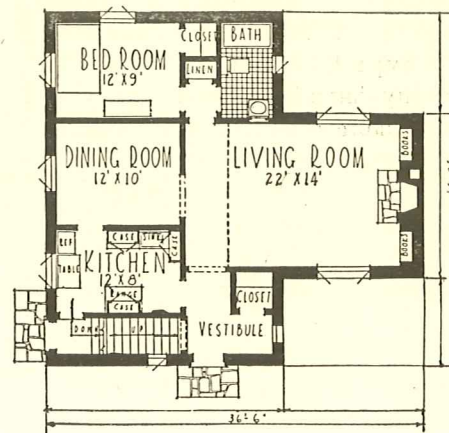
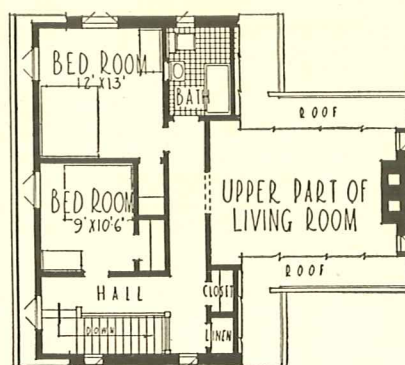
Plan 6-K-23—Copyright: Architects' Small House Service Bureau, Inc.

TWO essential features mark this design; the first is the studio living room with its high, arched ceiling; second is the down-stairs bedroom.

Houses of this kind mark the present day demand for a living room with somewhat spectacular qualities and for a bedroom that can be used in case of illness or as a convenient place for day-time rest.

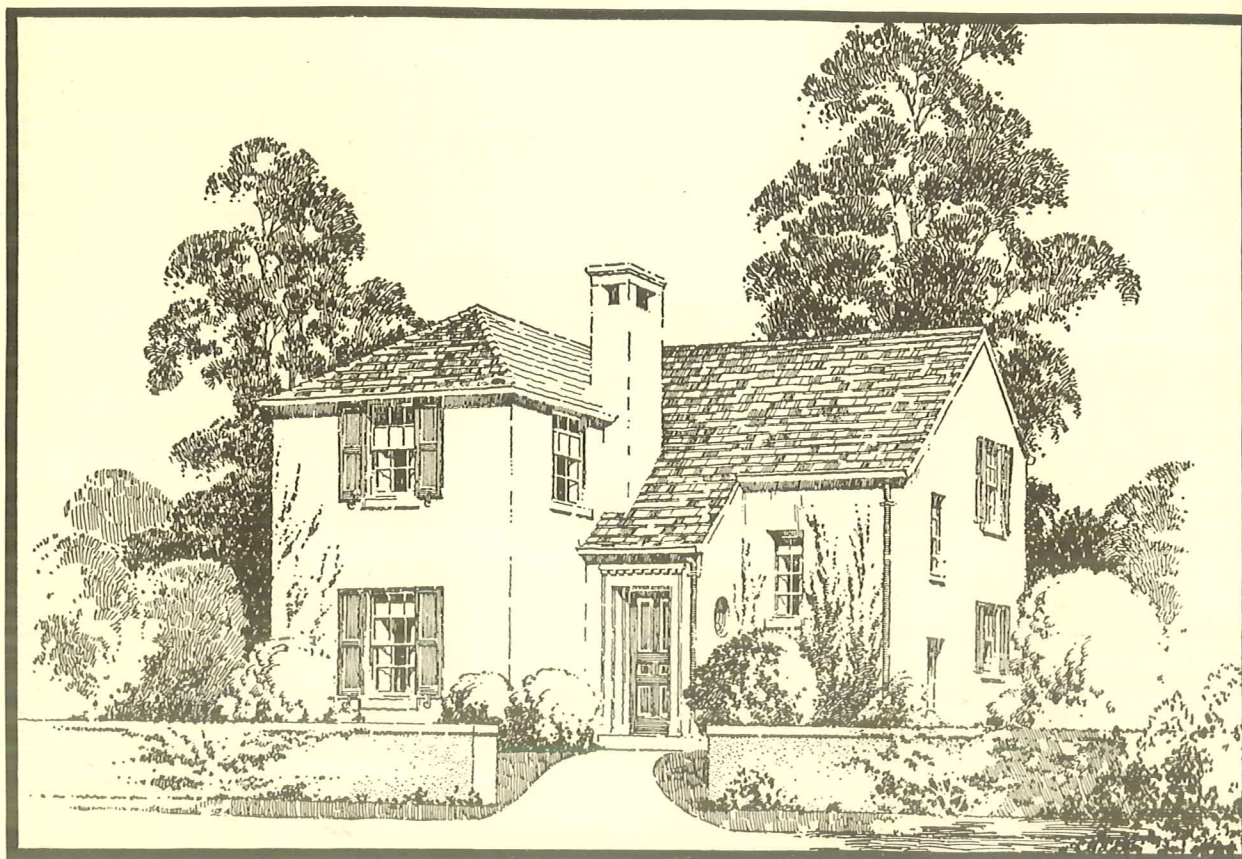
It is a pleasant house, beautifully modeled, full of agreeable surprises of composition and window arrangement; a home of individual character.

In addition, the construction has particular merit. Outside walls and partitions from basement to chimney finials are concrete masonry and all floors are concrete. The exterior finish of portland cement stucco is in keeping with the general character of the house, although exposed concrete ashlar might be equally effective.



The height of the living room ceiling is raised by running the story up to the roof and placing cement plaster on the under side of the rafters. Tall book-cases flanking the fireplace are topped by arched recesses, each carrying a high window. An arched opening from the second story hall, guarded by a graceful balustrade, overlooks the living room.

Two bedrooms and bath complete the second floor arrangement, thus affording a luxurious six room home on a very compact and convenient plan.

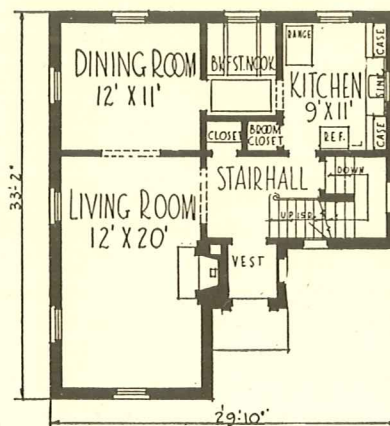
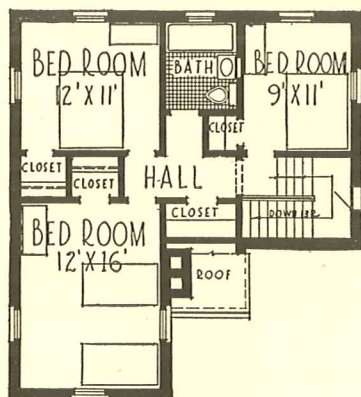


Plan 6-K-27—Copyright: Architects' Small House Service Bureau, Inc.

ONE particular purpose of the architect in this design was to make the most of a narrow frontage; to gain as much use of the front lawn as possible. The "L" shaped plan will bring the doorway somewhat back from the street, thus gaining greater privacy. Should the builder next door lay out his home in reverse of this plan, both parties might share in the advantages. It is an especially good house for a 50-ft. lot, although it would do as well on a wider lot.

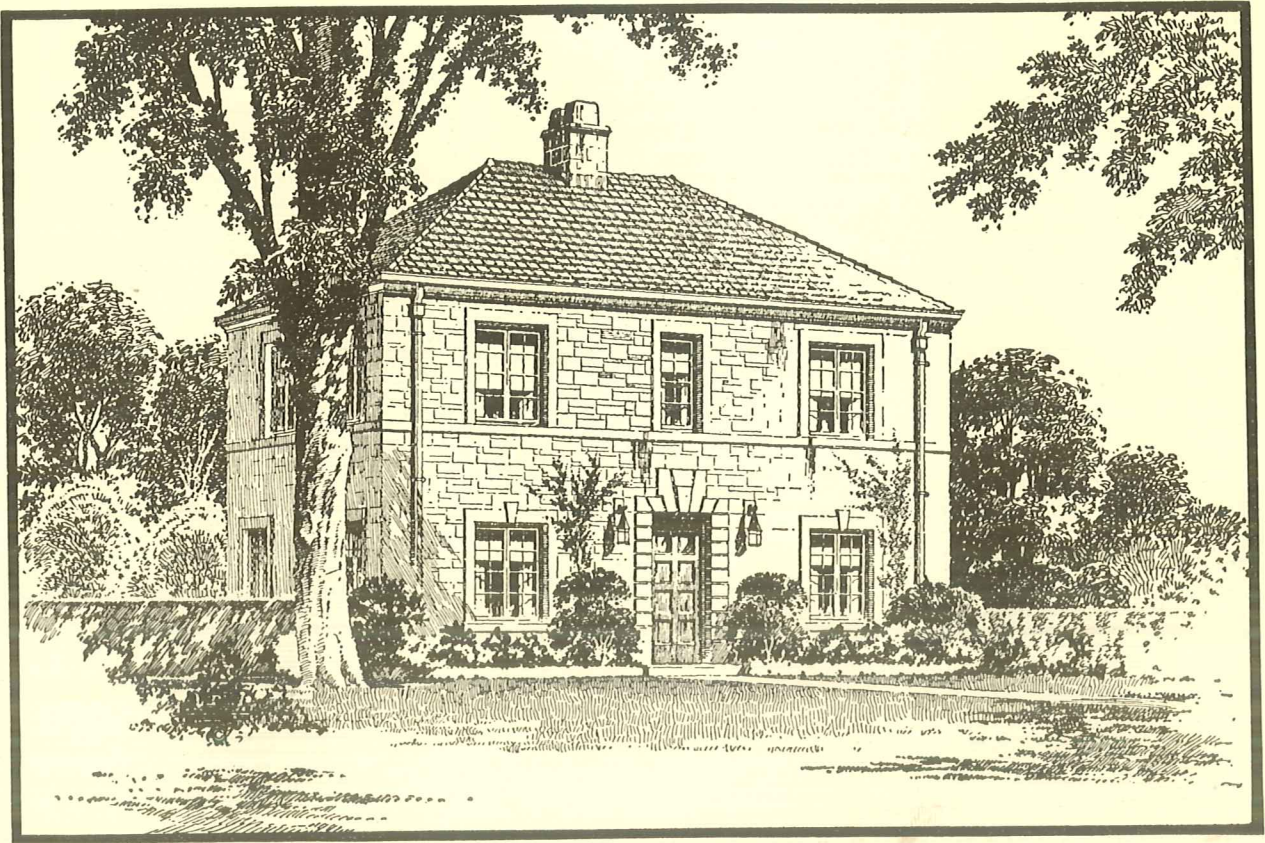
The rather tall walls are modified by the low pitched roof. The impression of breadth is further given by the shuttered casement windows. The extension of roof over the entrance is an architectural detail that gives charm to the whole structure.

Inside, the arrangement has its own merit. There is a separate dining room which, when not in use, becomes part of an exceptionally long living room. A breakfast nook will serve well the everyday needs for family dining space. The kitchen is well proportioned and has plenty of closet and cabinet



space. One large bedroom and two smaller ones and a bathroom complete the details of this comfortably designed second floor.

Concrete masonry foundations, walls and partitions assure a strong, well built and permanent home that is further protected from fire and wear by concrete floors and cement-asbestos shingle roof. In short the designer has made use of this very modern material—concrete—in creating a home that will last long and maintain its original beauty and livability.



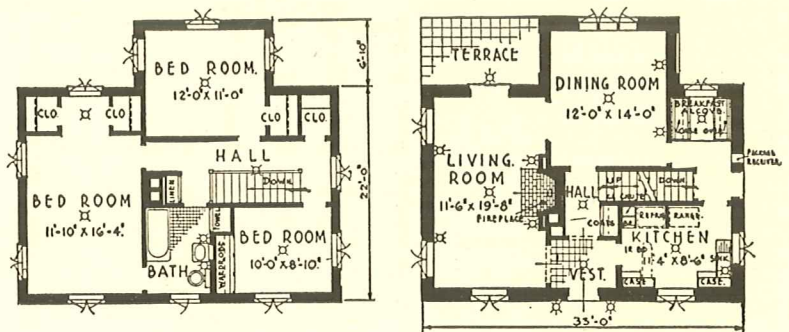
Plan 6-K-28—Copyright: Architects' Small House Service Bureau, Inc.

CONCRETE ashlar, that new and popular variation of concrete masonry is here used both as a strong structural and a homey decorative material. Laid up in random ashlar pattern composed of several sized units, the walls have unusual interest, enduring strength.

Seldom does a small house have the restraint and dignity of this design. The interesting handling of the openings, the style of the roof and the wall treatment contribute to its sturdy appearance. Even in a neighborhood of larger homes it would appear to advantage.

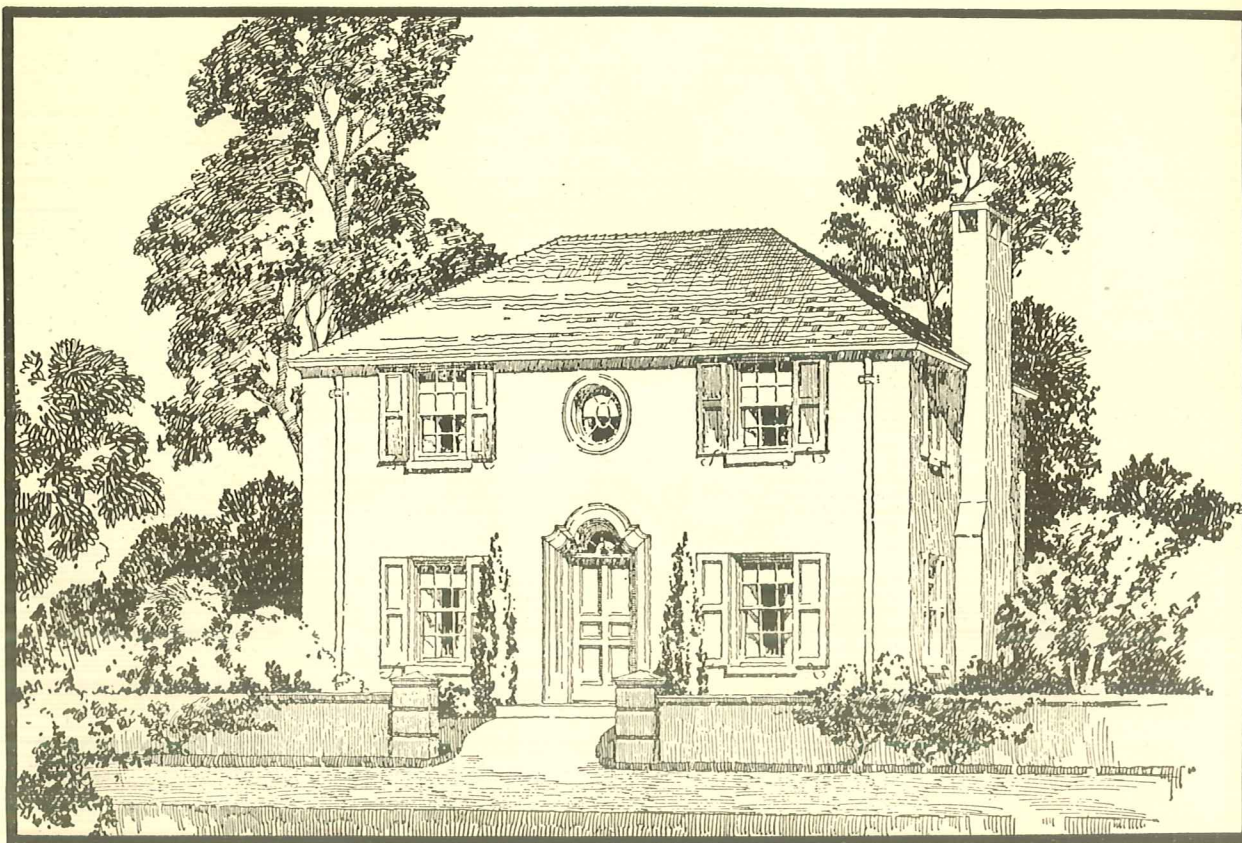
The plan takes into account the modern tendency to reserve the rear of the house, with its greater quiet and privacy, for the living rooms and to place the service quarters at the front. The housewife doing her own work will find it a great convenience to have the kitchen immediately accessible to the front door and also, without passing through the living or dining rooms, to the stairs to the second floor.

Designed for convenient arrangement on a 40-ft. lot, basement foundations are regular concrete



masonry. Walls above ground level are concrete ashlar units laid up in random pattern. Various colors may be used for these ashlar units to lend interest to the wall surfaces. The low hip roof is covered with concrete tiles, and here again a variety of colors is available for choice of the best effect.

The rugged nature of this home would suggest beamed ceilings in the living and dining rooms. These, of course, are easily obtained by use of pre-cast concrete joists for the floors. When these joists are exposed and painted or stained they make effective ceiling beams. They support strong concrete floors so necessary in a durable fireproof home.

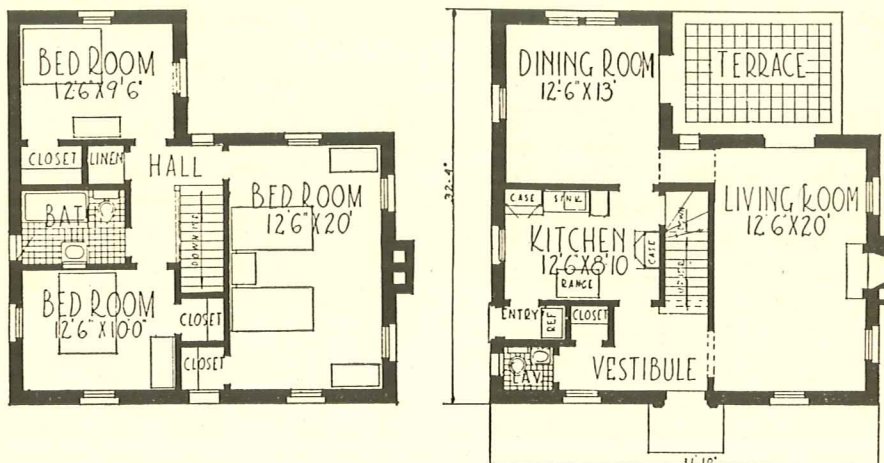


Plan 6-K-29—Copyright: Architects' Small House Service Bureau, Inc.

MODERN architecture makes use of materials typical of our time; and here is a house that expresses the material with which it is built—concrete masonry walls overcoated with light portland cement stucco, cast stone moldings for doorway and circular window, and cement asbestos shingles. That this is substantial as well as beautiful construction cannot be denied.

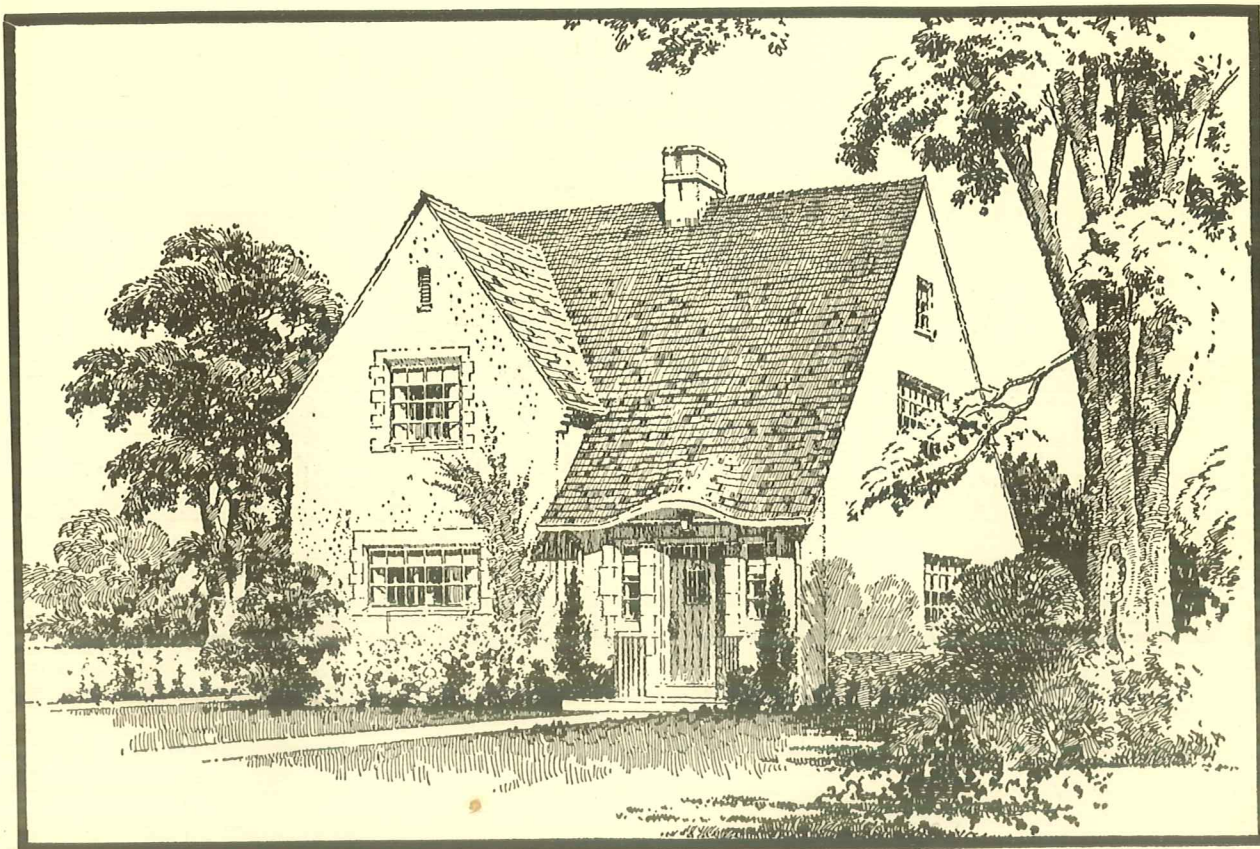
From the point of view of design it is a pleasant home, having agreeable qualities as to the exterior and a common sense arrangement of rooms. There is a commodious vestibule, a lavatory and clothes closet near the front door, a living room of good size. A vaulted passageway leads from this to the dining room.

People living in this house will enjoy the flagstone terrace which may be reached either from the dining



room or living room through broad French doors. In the second story there are three bedrooms, one of unusual size. Each has its own closet and there is a linen closet in the hallway.

In no other material could this house with its typically molded masses be built so economically as with concrete. This construction starts with foundations for the full basement and includes all floors and partitions.

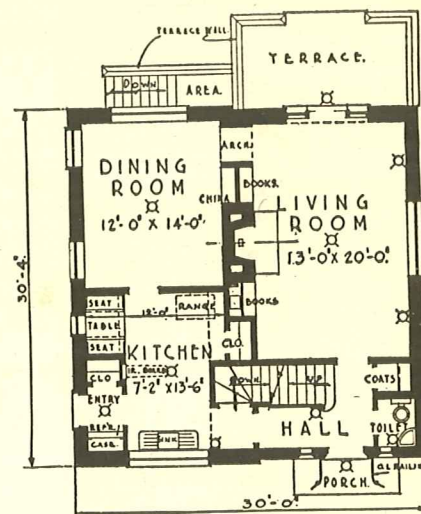
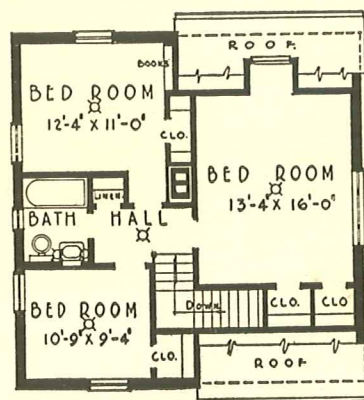


Plan 6-K-33—Copyright: Architects' Small House Service Bureau, Inc.

WE END this series of house plans with a home designed to please garden fanciers. The first floor plan tells the reason why—both living room and dining room have broad windows which overlook the rear of the lot and the garden. For added enjoyment of the garden there is a wide terrace opening from the living room.

The house, itself, is unique. Its steep roof is modified by a projecting gable and a graceful curve in the eave above the entrance. The windows are large and placed where they give interest to outside elevations. The first floor is set low on the ground and thus offers many possibilities for attractive planting.

Floor plans, first and second story, are square and most practically arranged. There are built-in bookcases and china closets and plenty of cabinet space in the kitchen where there is also a commodious breakfast nook. One large and two smaller bedrooms are conveniently placed around the bathroom.



This is a typical concrete house, and its construction should properly start with foundations for a full size basement, finished for additional living quarters. First and second floors are reinforced concrete. Light weight concrete partitions and cement asbestos shingles or concrete tile roof complete this attractive and luxurious low-cost, fireproof garden home.

CONCRETE for the home of

Yesterday . . .

Today

Tomorrow . . .

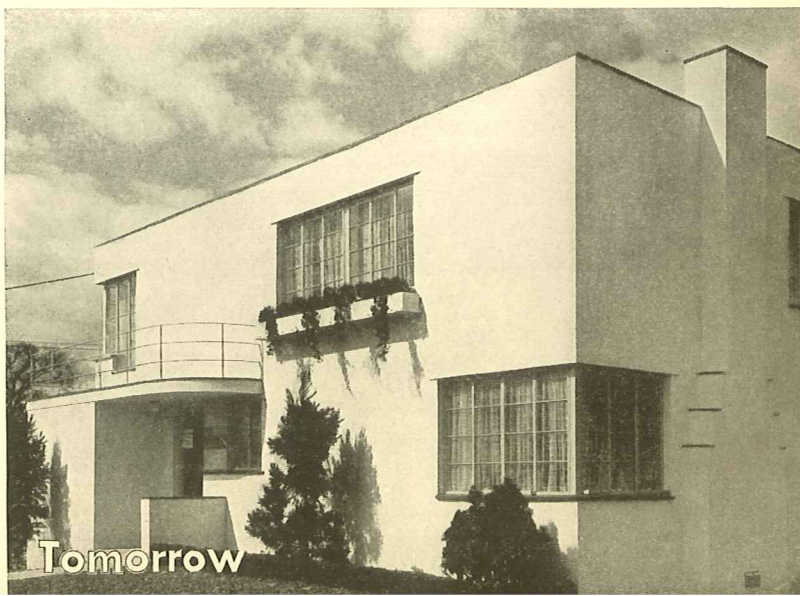
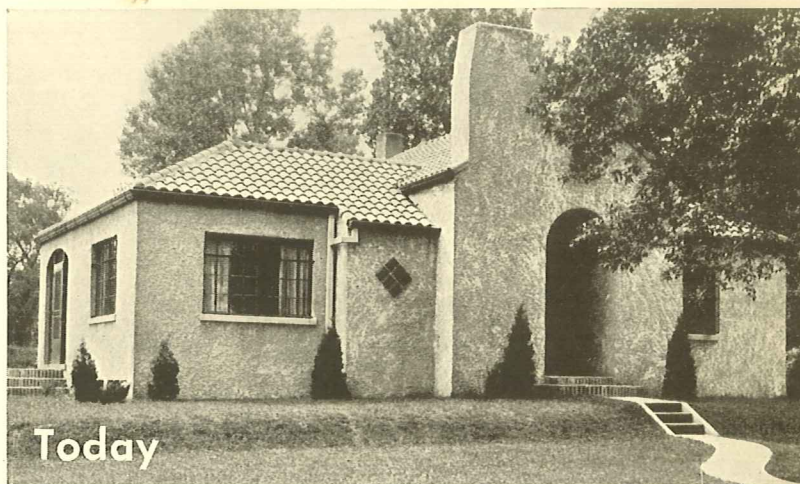
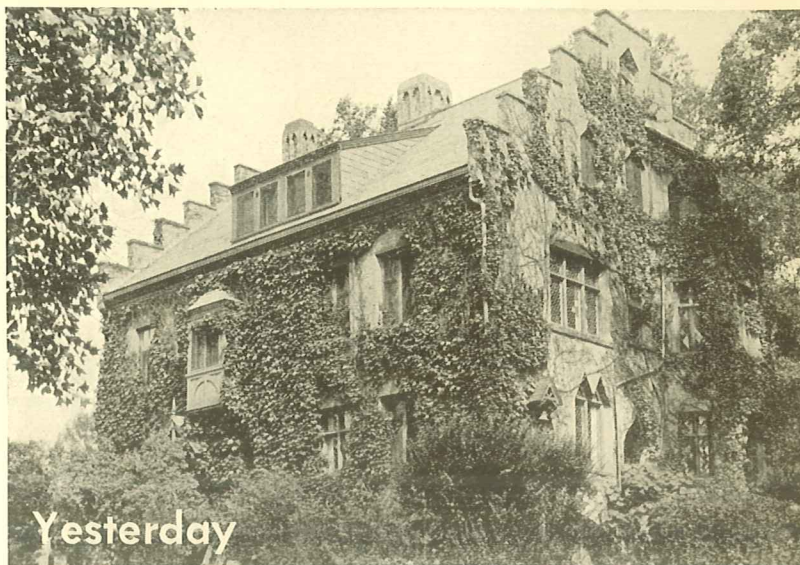
THE enduring qualities of concrete have made it an ageless material. Incorporated into homes, concrete gives them the distinction of being built for all time.

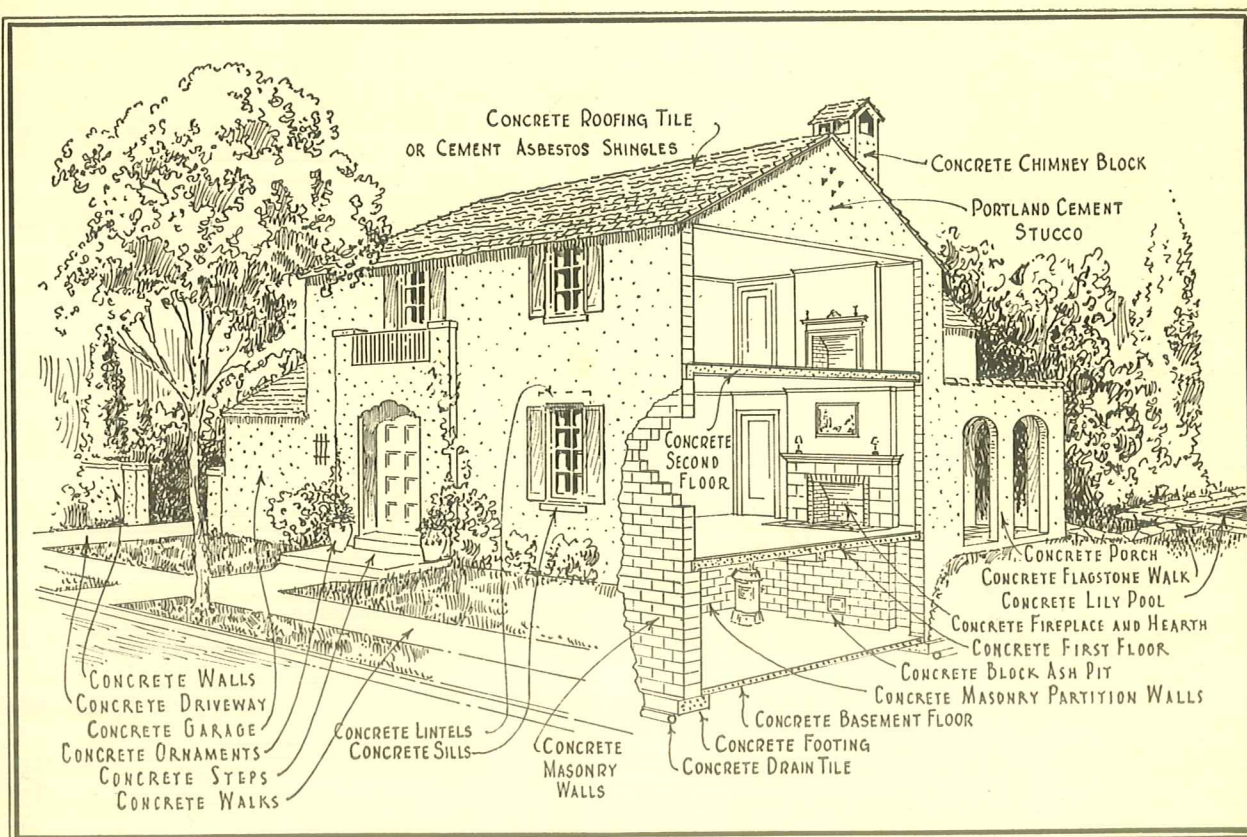
Thus we see the Horace Greeley Residence at Chappaqua, N. Y., built as a concrete barn in 1852, later remodeled into a residence when the old house built of inflammable materials was destroyed by fire, still being used as home by the great editor's daughter, Mrs. Frank M. Clendenin. The photograph shown on this page, taken recently, reveals that concrete in old homes is beautiful and lasting.

The Home of Today is the residence of Eugene F. Olsen and is located at Adrian, Mich. It is a concrete masonry home with portland cement stucco finish, built after plans prepared by the same Bureau responsible for the home designs in this booklet. It is a modern American urban bungalow, charming and livable, the type of home that makes America the best-housed nation on the earth.

The "House of Tomorrow" at Yonkers, N. Y., was built by the Yonkers Better Housing Committee and sponsored by the Federal Housing Administration, to define and point the trend of future American home construction. It is modern to the last detail. Significant is the fact that concrete masonry was selected as the material for the "House of Tomorrow" which also has concrete floors. A fireproof home at low cost, many of these "houses of tomorrow" will be built today—of concrete.

The "House of Tomorrow" was designed by Erik Kaeyer, New York architect.





HERE'S HOW IT'S BUILT

IF YOU could saw a concrete house in two from chimney cap to foundation footing, it would look very much like the above illustration. And you would find, by examination, that the same material that gives it strength and resistance to fire also produces its distinctive beauty. There is no mystery about the low-cost, concrete house. Its permanence, livability and charm are merely the products of good design and skilful use of this very practical material.

For more information about concrete homes there are booklets available on the following subjects:

Here's How It's Built—Also explains why it pays to own a fireproof home;

Low-Cost Fireproof Concrete Homes—additional plans for concrete homes in the \$3000 to \$5000 price class;

Walls That Whisper "Happy Living"—visualizes color and decorative possibilities in the concrete home;

The Key to Firesafe Homes—beautifully illustrates the most popular types of floors in firesafe concrete homes.

These booklets will help you plan your new concrete home. Any of them will be mailed to you without cost or obligation.

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